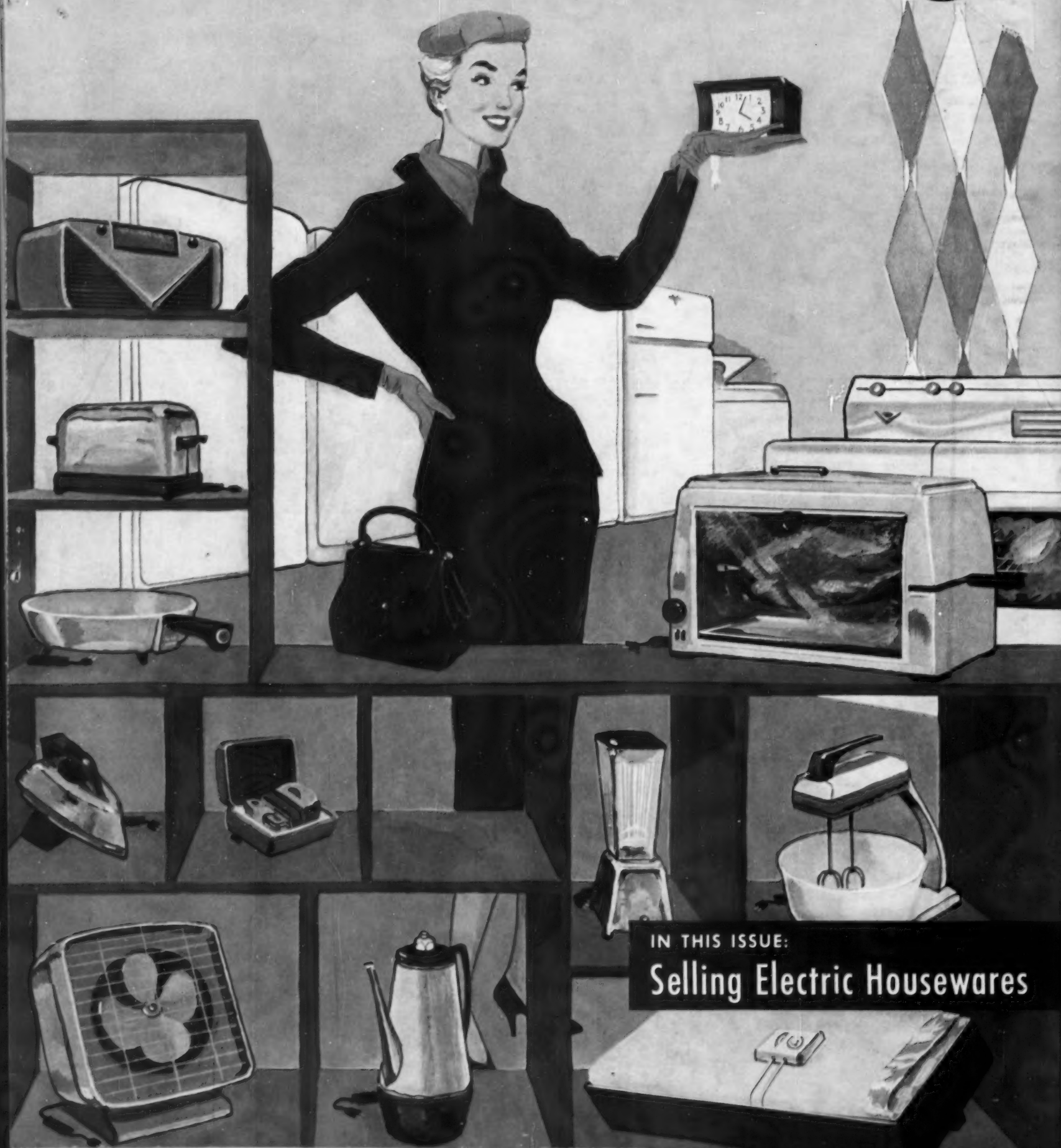


Electrical Merchandising

APRIL • 1956

A MCGRAW-HILL PUBLICATION • 75 CENTS



IN THIS ISSUE:

Selling Electric Housewares

APEX GIVES YOU 4 BIG CLEANERS



for more profitable step-up selling!

ADVERTISED IN
LIFE

MORE POWERFUL
THAN CLEANERS
PRICED AT \$69.95
YET SELLS
FOR ONLY

\$39⁹⁵
Suggested
Retail Price

APEX DYNO-CLEANER

- Attractive two-tone finish
- Super-size disposable dust bag
- 1/4-HP. high-speed motor
- Washable dust filter
- Full-size, all-steel construction
- De luxe tool set



TWICE THE CLEANER
VALUE CUSTOMERS
NORMALLY
WOULD EXPECT
FOR ONLY

\$49⁹⁵
Suggested
Retail Price

APEX SUPER DYNO-CLEANER

- Smart chrome and copper color styling
- Super-suction 1/4-HP. heavy-duty motor
- Full-size, all-steel construction
- Free-wheeling coasters
- Super-size disposable dust bags
- Washable dust filter
- Complete tool set



AN EXCEPTIONAL
CLEANER VALUE
AT A POPULAR
PRICE

\$69⁹⁵
Suggested
Retail Price

APEX AERO-CLEANER

- Chrome, silver and copper color styling
- 360-degree swivel top
- Heavy-duty 1/4-HP. motor
- Full-size, all-steel construction
- De luxe coaster set
- Super-size disposable dust bag
- Washable dust filter
- Vinyl hose, complete tool set



APEX STRATO-CLEANER

**WORLD'S MOST POWERFUL, EFFICIENT,
QUIET, COMPLETE HOME CLEANING SYSTEM!**

- Distinctive chrome and gold color styling
- 1 1/2-HP. high-speed, heavy-duty motor
- Twice the cleaning power of ordinary cleaners
- Convenient Power Selector located on handle
- Handy toe-tap switch eliminates bending, stooping
- Super-size disposable dust bag
- Washable dust filter
- Complete set of matched cleaning tools

THE NOZZLE ROLLS!

Provides faster, easier cleaning
of tufted carpet and rug surfaces.



Contact your APEX distributor or mail
coupon for details of how you can get
your share of the estimated four million
cleaner sales to be made in 1956!

Apex HOUR-SAVING
APPLIANCES



APEX ELECTRICAL MANUFACTURING CO.
1070 E. 152nd Street, Cleveland 10, Ohio
Please rush details of the 1956 Apex Cleaner Program.

Name _____ Title _____
Firm _____
Address _____
City _____ Zone _____ State _____

Electrical Merchandising

A
McGraw-Hill
PUBLICATION

Contents • April, 1956

Trends	5
Trends—Region by Region.....	11
Mort Farr Says	34
Economic Currents.....By the McGraw-Hill Dept. of Economics	42

What's Happened to the Electric Housewares Industry? By Ted Weber, Jr.	67
Sky-High with Housewares.....By Howard Emerson	71
The 1956 Housewares Gift Market.....By Anna A. Noone	74
How to Increase Housewares Volume 250%.....	78
Grab Bag Night.....By Robert Latimer	80
Employee Utility Plan Sells 2,000 Fry-Pans.....	82
200 Good Prospects for Color TV.....	83
He's Tearing Down Clotheslines.....	85
This Form Simplifies In-Warranty Repairs..By P. T. Brockwell, Jr.	86
Counter Service for Small Appliances.....	87
Housewares Give Him First Crack at Discount Shoppers.....	91
Clubwomen Sell His Broilers.....	92
Joske's Counters Help Sell Housewares.....	95

Electrical Appliance News—New Products.....	145
News—Trade Report	171
Scheduled Meetings	176
Color Television Program Schedule	186

EDITORIAL: Mushrooming Market.....Facing Inside Back Cover

Vol. 88, No. 4

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April, 1956

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NEW YORK

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BOSTON

CHICAGO

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LOS ANGELES

PHILADELPHIA

SAN FRANCISCO

New Westinghouse display

This one Compact Selling



See how the new Color Showplace can go to work for you—to enhance your store
—to stop traffic—to help you sell more major appliances, both color and white!

makes **COLOR** PAY OFF!

Center lets you...

SELL WHITE with COLOR
SELL COLOR with COLOR

Most women who shop appliances today still end up buying white. But first, they go where they can see what the new *color* appliances look like.

That's how the new Westinghouse Color Showplace

pays off for you! By making your store "color headquarters", it builds prospect traffic—brings 'em in to look at color so you can sell 'em either white or color.

Keeps inventory down...saves valuable floor space

With the Color Showplace, you can show customers the complete range of Westinghouse colors with just two colored products. With just a turn of the built-in color drum, it lets you show the five Confection Colors for cabinet finishes. It lets you show the 10 Choose-N-

Change vinyl plastic colors for refrigerator top panels. It lets you show all 50 combinations that these colors make possible. No big color appliance inventory! No big tie-up of floor space!

A COMPACT COLOR SELLING PACKAGE THAT INCLUDES ALL THESE SALES-MAKING HELPS



Color Swatch Book shows samples of vinyl panels in 10 colors, plus 5 Confection Colors.



Kitchen Idea Booklets show exciting room color schemes and valuable decorating ideas by Melanie Kahane.



Full Line Folders with color illustrations of the entire 1956 Westinghouse major appliance line.



Color Selling Guide contains valuable tips on how to sell white with color and color with color.



Set of Range Platform Feature Stickers show 5 key features of the models to which they are attached.



Sets of Color Swatches. Actual samples of vinyl in all 10 colors and cabinet metal in 5 colors.



Versatile Sell-A-Prompter Set. It's a salesman's pocket reference on all Westinghouse refrigerators.

SEE YOUR WESTINGHOUSE DISTRIBUTOR FOR DETAILS TODAY!

YOU CAN BE SURE...IF IT'S
Westinghouse
 The smartest line
 in the business!

Westinghouse Electric Corporation
 Major Appliance Div., Mansfield, Ohio

FLASH! CORY SOLVES REPLACEMENT GLASS PROBLEM!

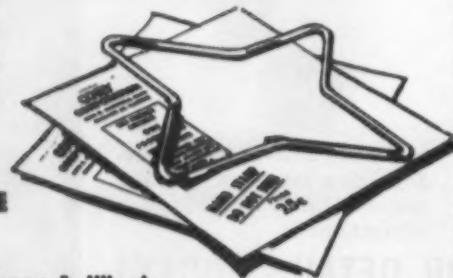
Brand new Cory "Perc" plan gives dealer \$2⁹⁵ replacement bowl plus TWO 25¢ safety grids free with every 3 "Percs" purchased!



PLUS

**TWO 25¢ VALUE
SAFETY GRIDS FREE**

**CORY CORPORATION
221 N. La Salle St., Chicago 1, Illinois**



Now—every time you buy 3 fast-selling Cory Glass "Percs" (Model DGP) you automatically get one replacement bowl and two safety grids free! You can sell the extra bowl and grids to make your plus profits! You can give the bowl away as an immediate replacement and solve questionable breakage complaints and gain good will and future sales! And, you can give the grids away, too, as a good will gesture! Any way you handle it, you profit!

This new Cory selling program is tailor-made to every dealer's need. It gives you the finest glass percolator on the market, plus the replacement bowls you need and other bonus goods FREE! Never before have you had an opportunity like this to benefit on any coffee maker!

ORDER CORY'S DEALER BONUS "PERC" PACK NOW

CORY CORPORATION, 221 N. LaSalle Street, Chicago 1, Illinois
PLEASE SHIP ME _____ quantity of Cory No. 1921 Perc Deals . . . (Each Deal Includes 3 Percs at regular dealer cost plus 1 FREE \$2.95 Replacement Bowl and 2 FREE 25¢ Safety Grids).

DEALER _____

ADDRESS _____
(please print)

CITY _____ ZONE _____ STATE _____

SHIP THROUGH my regular distributor _____
(distributor name)

Distributor address _____

City _____ State _____

(authorized dealer signature)

Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
SALES , factory, appl.-radio-TV index (1947-'49 = 100)	178	196	181	21.5% UP
DEBT consumers owe to appl.-radio-TV dlrs. (\$millions)	288	297	291	1.0% SMALLER
FAILURES of appl.-radio-TV dealers	28	30	34	10.8% FEWER
RETAIL SALES total (\$billions)	15.7	15.8	14.9	5.4% UP
DEPT. STORE sales index (1947-'49 = 100)	119	124	112	5.2% UP
DISPOSABLE INCOME annual rate (\$billions)	276.6	271.7	257.8	5.6% UP
LIVING COST index (1947-'49 = 100)	114.6	114.7	114.3	0.3% UP
SAVINGS of consumers, annual rate (\$billions)	19.4	16.0	16.8	8.1% DOWN
HOUSING starts (thousands)	74.0	75.0	88.0	15.9% DOWN
AUTO output (thousands)	554.7	611.2	675.8	12.6% DOWN
UNEMPLOYMENT (thousands)	2,914	2,885	3,383	13.8% BETTER

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

There will be continued pressure for easier credit terms in the months ahead.

It happens any time sales begin to get sticky. Right now auto sales are lagging and competition is fierce in other consumer goods lines. In similar situations in years past a liberalization of terms has acted to hypo sales.

But today a number of factors are working against such a move. For one thing, the Federal Reserve Board has adopted a tight credit policy aimed at holding down consumer loans. Then too, many lending institutions are reluctant to take the risk of easier terms than now prevail.

Over-generous terms in prosperous times build up a danger for any future period when business slides. That's why financial authorities would like to see banks and credit companies follow a policy of some moderation in credit terms now, keeping in reserve the possibility of easing them if consumer income takes a temporary dip later.

Thus there's a reluctance to ease terms right now. But some easing may be in store for the second half of the year if credit authorities decide that business needs a lift.

Don't be misled by all this talk about the farm problem.

It's true that a major readjustment is taking place among farmers and that a number of individuals have been hurt. But, as the McGraw-Hill Dept. of Economics points out on page 42 of this issue,

"the majority of farmers are not as badly off as the figures seem to indicate." What's more, this group is "an inviting market for the appliance dealer."

The article shows that per capita income has not dipped as much as figures on net farm income would indicate. It also points out that regional variations must be considered. In addition, the overall financial position of the farmer is relatively good. The difficulties being experienced by the group of 1.5 million farmers at the bottom of the income scale tends to distort the over-all picture.

The obvious conclusion for an appliance dealer: don't write-off the farm market without a second look at the situation as it exists in your own market area. Low saturation rates make the farm market one well worth going after.

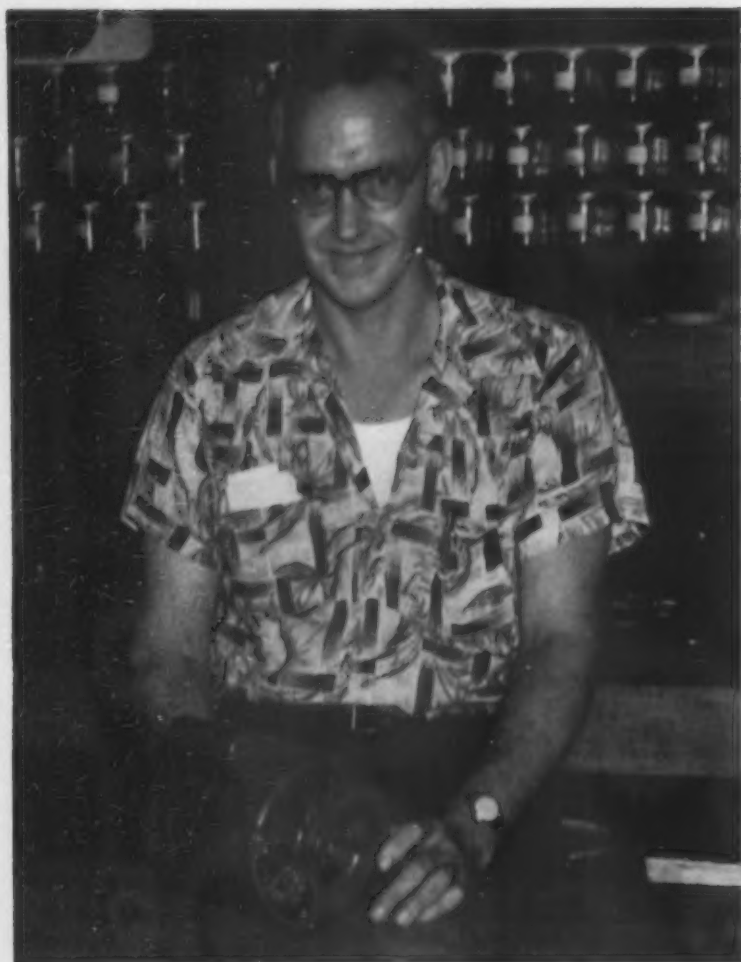
The distributor seems destined to become more important than ever in the appliance-radio-TV industry.

Five years ago there was considerable talk of "doing away with the middleman." But it has become clearer and clearer since that time that the distributor's traditional functions must be performed at some stage in the marketing process.

Thus, even though ownership chances have occurred at the distributing level, and factory branches have replaced some independents, the fact remains that the basic functions of the distributor are being maintained.

(There are, of course, some exceptions. Certain manufacturers have for years successfully by-passed wholesale distributors. But they continue to be the exceptions which prove the rule. Even those

(Continued on page 6)



General Superintendent Says KLIXON Protectors Do a Good Job

NASHVILLE, TENN.: Tennessee Electric Motor Service Company, one of the most modern and up-to-date motor repair shops, are boosters of Klixon Motor Protectors for motor protection, Mr. H. H. Nichols, General Superintendent, says:

"We repair thousands of motors every year and we find that those that are equipped with Klixon Motor Protectors rarely burnout. This indicates to us that Klixon Protectors do a good job."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET,
"THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2304 FOREST STREET, ATTLEBORO, MASS.

KLIXON

TRENDS continued

manufacturers who do sell direct don't argue that this pattern is right for the remainder of the industry.)

Today, it appears that the distributor's functions, instead of diminishing, are actually multiplying. Take two recent developments:

(1) Growing volume in the kitchen business has accentuated the role played by the distributor in developing such business. Manufacturers point out that getting into kitchens can be a vastly more complicated and expensive problem for the dealer if he doesn't choose a good distributor who has the facilities and know-how for handling kitchen problems.

(2) Much the same may eventually hold true in the residential air conditioning field. At least one manufacturer of year-round units wants to market his products through appliance dealers. The problem of arranging for installations is the big stumbling block to his plans. He's counting on distributors, however, to help him out by arranging installation facilities for appliance dealers. It's much the same approach dishwasher manufacturers took some years ago when appliance dealers complained that it was difficult to get a plumber to handle their installation work. The distributor stepped in and acted as a clearing-house for installation problems. **End**

MANUFACTURERS' SALES

	Jan. 1956 (Units)	Jan. 1955 (Units)	% Change
DEHUMIDIFIERS.....	4,705	4,477	+ 5.09
DISHWASHERS.....	31,574	19,064	+65.62
DRYERS, CLOTHES, Electric.....	123,779	92,474	+33.85
Gas.....	42,464	22,909	+85.36
FOOD WASTE DISPOSERS.....	48,188	40,088	+20.21
FREEZERS.....	51,017	56,672	- 9.98
IRONERS.....	6,220	8,648	-28.08
RADIOS (Home, Clock and Portable).....	558,976	494,309	+13.08
RADIOS, Automobile.....	519,648	573,837	- 9.44
RANGES, Standard.....	110,140	136,663	-19.41
Built-In.....	17,737	5,464	+224.62
REFRIGERATORS.....	292,098	379,995	-23.13
Two-Door Models (included in "Refrigerator" figures).....	55,062	41,609	+32.33
TELEVISION.....	588,347	654,582	-10.12
VACUUM CLEANERS.....	302,203	248,941	+21.40
WASHING MACHINES: Automatic & Semi-Automatic.....	295,064	272,997	+ 8.08
Wringer & Spinner.....	97,396	84,357	+15.46
WATER HEATERS, Storage.....	53,662	48,322	+11.05

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Ass., VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Ass., RADIO AND TELEVISION—Industry Production Estimate by Radio-Electronics-Television Mfrs. Ass.; All Other—NEMA Members, Not Industry.

ANNOUNCING THE NEW 1956

HOOVER

Citation

**plus a special
promotion deal on
Model 63**

April. House cleaning. Hoover. Put 'em all together and they spell a new opportunity for profit.

April brings you Hoover's new Citation—the world's finest cleaner... now with Hoover's exclusive double-stretch hose. Bright new Forecast Colors and an all-new fadeproof vinyl jacket will help you sell the cleaner that beats, as it sweeps, as it cleans.

And you get Hoover's DeLuxe 63... at a new low price that makes it an exceptional promotional cleaner—at \$89.95.

Either one will start your cash register singing a happy tune. You with us?

HOOVER.

FINE APPLIANCES

... around the house, around the world



**Big advertising
in the biggest magazines—
newspaper supplements.**



CITATION PROMOTION PACKAGE

Big promotion to help bring 'em in—sell 'em in the store. Display material. Newspaper mats. Radio spots. Have yours yet? If not, call your Hoover man now.



Set up to build quick, extra

The Chicago Tribune ROOM CONDITIONER

IF you want to sell more room air conditioners in Chicago this Spring, here is your big opportunity to get off to a fast, early start.

Beginning Sunday, May 13, the Chicago Tribune will offer you a tailormade package powered to push consumer interest in your product to new heights. This market-wide promotion will carry the exciting story of modern room air conditioners to Chicago's largest audience of major appliance prospects.

It will be built on a plan tested last year and proved effective from every merchandising angle.

Reader reaction to the 1955 Tribune Room Air Conditioner promotion was the talk of the industry. A reader participation event running through a four-week campaign attracted

entries by the tens of thousands.

Manufacturers, distributors and dealers alike praised the Tribune for an outstanding job of consumer education. Reports of increased store traffic, faster buying decisions and *extra* sales came in throughout the campaign.

No other medium can equal the Tribune's exceptional ability to move merchandise in the Chicago market.

Chicago

The World's

Chicago
W. H. Hoffendorf
1333 Tribune Tower
Superior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit
W. E. Bates
Penobscot Bldg.
Woodward 2-8422

MEMBER: FIRST 3 MARKETS GROUP AND

volume and profits for you!

AIR PROMOTION!

Starting Sunday, May 13

That's why in 1955 general advertisers of air conditioners placed in the Tribune 73.7% of their Chicago newspaper advertising funds.

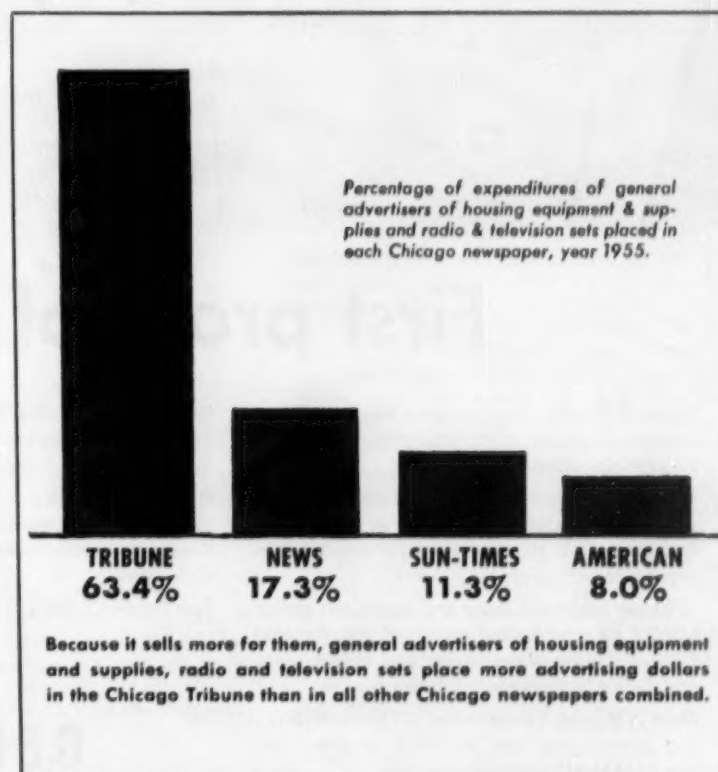
This massive sales power will be working for you under the best possible conditions beginning Sunday, May 13. Plan to take advantage of it. Schedule your participation in the 1956 Tribune Room Air Conditioner promotion. Get the full details from your Tribune representative.

Tribune

Greatest Newspaper

San Francisco	Los Angeles
Fitzpatrick Associates	Fitzpatrick Associates
155 Montgomery St.	3460 Wilshire Blvd.
Garfield 1-7946	DUnkirk 5-3557
METROPOLITAN SUNDAY NEWSPAPERS, INC.	

ELECTRICAL MERCHANDISING—APRIL, 1956



HEADLINES LIKE THESE...

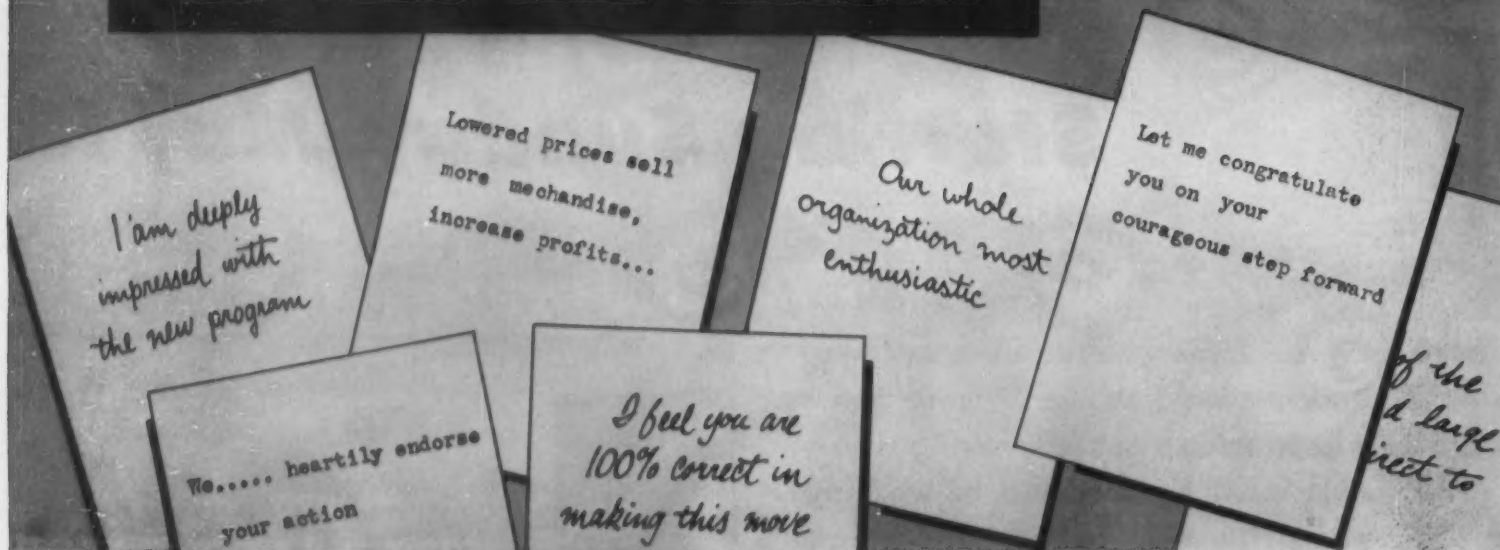
"G-E Prices Cut, Electrics Sales Rise"

"Sales in January
Top 1955 for G-E
Price-Cut Lines"

"G-E Pricing Good
for Small Stores"

"G-E Price-Cut Electric Sales
in January Top Last Year"

LETTERS LIKE THESE...



First proof of the pudding!

General Electric Housewares retailers, large and small, are already learning the benefits of stepped-up sales volume.

Since January 3, when General Electric Housewares announced its new dynamic price structure, G-E Housewares have increased in retail sales all across the country.

These increased sales and increased dollar profits are the logical result of the General Electric policy of producing and selling more and better housewares at lower cost—

Most Preferred Housewares . . . General Electric Housewares are preferred by your customers over all other brands.

Greatest Advertising Support . . . backed by the biggest and most effective campaigns in the industry—magazines, newspapers, television.

Dynamic Pricing . . . improved products at new, low prices result in stepped-up consumer demand—you increase your volume and your dollar profits.

Fair Trade . . . backed by a full-scale, vigorous

Fair Trade campaign to protect your profits.

This policy is making General Electric Housewares the easiest to sell in America today. Its soundness is being demonstrated in retail stores across the country. It will mean more dollars for you.

General Electric Company, Housewares and Radio Receiver Division, Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



Seasonal slump hurts eastern dealers' sales, but there is no general pattern . . . Inventories get a little heavy, but nothing holds down retail optimism

EASTER time, as the saying goes, is the time for eggs. It's not the time for any boom in the appliance business. Statistically and traditionally, according to this magazine's seasonal sales charts (EM, Jan '56, p 88), TV, washers and dryers slow down a bit during the month of March; refrigerators, air conditioners and ranges are supposed to make some increases.

Business in the East was off during the last two weeks in February and the first two weeks in March, but it didn't necessarily follow the traditional pattern. For example, a Boston distributor says sales have been quite spotty and adds that it "seems almost a seasonal letdown, beginning about February 15 and extending until Easter," but he finds that TV, refrigerators and ranges have been moving spasmodically while laundry has been much steadier.

A Boston dealer also reported sales contrary to the pattern. For him TV (which was supposed to decline) was good and refrigerators (ordinarily on the upgrade in March) were just about holding their own.

Ranges, which historically make a sharp upward swing in March, were turning in a poor performance in some sections of the East.

For example, a Philadelphia wholesaler who found that March sales of refrigerators were up a bit, freezers and laundry equipment off, said that range sales were "way off." A Buffalo merchant with one of the best reports of the month—an overall gain from February with washers and dryers active and refrigeration moving up a little—says that ranges are only "so-so."

TV's health varies with the locality. In Washington, for example, a firm which reports business off around 25 percent says that while there is at least a little life in refrigerators and ranges TV has dropped dead. But up in Buffalo dealers were happy that television was holding up so well.

One Buffalo firm said, "Television still is selling

well and refrigeration is picking up." It's just possible, of course, that one of the reasons was a smart, seasonal promotion in which the store offered a \$50 clothing certificate (good at a local department store) with every major appliance purchase. Another Buffalo dealer said, "TV is holding up well, especially on low-priced table models." A third was even more optimistic. Not only was TV holding up but he said, "We expect TV action until the end of May."

Even a Boston firm which reported "a definite slackoff during the past month" said that "there is enough business to keep going with better sales in popular priced TV sets and records which attract younger crowd." This company, incidentally, specializes in electronic merchandise and plans a promotion on hi-fi that may reveal a new buying trend. It's simply this: hi-fi for graduation presents.

Up to the end of February, at least, a Philadelphia wholesaler with a reputation for pushing color TV was still selling some—about one-twelfth of his unit volume—and a "spring trade-in" promotion was helping dealers move black and white sets.

Inventories seem to be worrying some eastern retailers for the first time in many months. A Washington distributor believes that an inventory situation was created when dealers stocked up heavily in anticipation of a higher level of sales that didn't materialize—so retailers find themselves overstocked on some items they don't need and undersupplied with cash to buy items they do. At least one Washington firm has been advertising heavily in order to move enough merchandise to get some cash and a Washington department store finds itself with big inventories because they've been buying larger quantities in order to get better discounts.

A Philadelphia distributor says both his own and dealer inventories are heavy as a result of a late January and early February slump. However, he expects a remedial pickup in late March and early April.

Air conditioners are already in the public eye and dealers are making the usual optimistic comments with the usual ifs about the weather. One Philadelphia merchant has already sold as many as 18 units in a week and claims that sales have been good since February. But he and several other dealers are wary of price footballing.

That's not the only gripe dealers have. One merchant complained loudly about a widely advertised TV manufacturer's offer of a \$100 trade-in allowance. This dealer says he's never offered more than \$40 or \$50 on a trade and that "the \$100 offer gave us a black eye with some long-time customers who wanted to know why they didn't get the \$100 trade."

Another dealer complaint, reported by a distributor, concerns confusion over no-list prices. "When there was a list price," said the wholesaler, "it gave dealers a chance to vie for each other's business with substantial trade-in discounts, etc. Now they have to shop the competition to see who is charging what."

That may bother some retailers, but there's one in New York's plush Westchester County who's taking advantage of the no-list trend. Every major in his store bears a sale tag marked with two prices, the supposed list and his selling price. He's been doing it for weeks and finds that it completely eliminates haggling over trade-ins and even reduces the bargaining necessary to make a sale.

Despite dealer complaints and the February-March slide in volume, retailers are still optimistic about spring business. For example, a Massachusetts dealer says that he's now getting a few more credit rejections than usual, but adds that "a little warm weather should make everybody feel more expansive." As far as he's concerned, a slowdown in automobile sales will help his appliance business over the year. And in Washington dealers add politics to business with the comment, "Business will pick up and stay high during the coming campaign."

... in the MID-WEST

By Jack Lane



First quarter volume is high, but profits don't keep pace . . . TV slumps worst . . . Refrigerators and ranges decline.

FIRST quarter sales in the Midwest have been disappointing. Although volume, in most cases, was up, profits rose only slightly from the same period last year. Reason, say distributors and dealers alike, is that higher volumes are needed to offset falling price margins.

Taken item-by-item the picture isn't any brighter. Air conditioners appear to have saved the day in many cases. Distributors report that dealers now carry substantially higher inventories than last year—apparently betting on a hot summer. Dealers say they've started merchandising and selling room coolers earlier this year with pretty good results. But profits are discouraging.

Television sales have been the hardest hit. In the vernacular, they're "shot to hell." Sales are off and dealers accept far less profit in order to move any sets at all. Distributors admit they're offering spiffs out of their own funds plus all sorts of incentives made available by manufacturers. It's hard to tell if color TV is responsible for falling sales of black and white receivers.

(Continued on page 13)

White

**White-Glass
or
Zinc-In-Ized Lining**

WHITE PRODUCTS CORPORATION • Water Heating Specialists Since 1930 • Middleville, Michigan • Division of Lamb Industries, Inc.

TRENDS REGION BY REGION

Certainly, color sets are selling a little better than they were only a few months ago. Part of this is definitely to the credit of dealers. It's still true that the dealer who merchandises color is rare but he's increasing in numbers slowly. Perhaps the best success has been shown by Chicago dealers who've concentrated on the wealthy North Shore area and other suburban sections. That "cream" market we've heard so much about will buy color TV if it's sold hard by astute salesmen.

Freezer sales have been good, refrigerator sales bad. The better food-freezer plan operators claim they've got all the business they can handle. Those freeze-food plans in department stores have done exceptionally well. A Chicago store says it would do still more business if it had trained men to sell plans and a store in Indianapolis says it's "constantly on the alert" for men to train in selling food-freezer plans.

In Overbrook, Kansas, an alert dealer placed a display ad in his local newspaper offering \$17.50 for a hog taken in trade on a new freezer. This is higher than the going rate for hogs in his area and he got lots of takers. He also sold some freezers through the ad without taking in any hogs.

One big Chicago dealer says the appliance market today is a "middle aged" market because of the volume of sales lost to young people (in their twenties and thirties) because they're overloaded with credit payments. His promotions and merchandising efforts now are directed to attract people in the older groups who are less burdened with notes, mortgages, babies and the like.

Laundry equipment, most everywhere, leads the sales parade. The automatic washer and dryer—particularly the dryer—account for rising sales and profits all through this territory. Kansas City Power & Light Co. reports encouraging results from its dryer sales campaign that started in January. Other dryer promotions conducted by utilities or by aggressive dealers are going equally well. Minnesota Power & Light Co., while reporting no particular promotion, says dryer sales in its area are up some 11 per cent over the same period last year.

Kansas Gas & Electric Co. reports television sales down and recommends to dealers that they push second set sales and (perhaps, they say) color TV. They show a gain in freezer sales of about 19 percent but say this isn't nearly what the market potential holds. Advice to dealers: Talk more about features of the new equipment and the advantages of freezer living, less about low prices. This, thinks the utility, is pretty generally a fault among dealers in its territory.

Electric range sales flopped. Just why, no one really knows, although everybody in the business has some idea. Some say promotions and merchandising fell down on the job and point to successful dealers who punched hard on range promotions. Milwaukee, for example, offers several success stories of dealers who had good luck with range sales. They are the ones that merchandised heavily, displayed better than ever and, as you might have guessed, sold at "new low prices."

Second quarter sales will be critical in terms of what we may expect for the rest of the year, according to dealers, utilities and distributors. Most agree that we may "run into trouble" late

in the year if sales in the late spring-early summer don't hold up. They forecast harder selling, more promotions and lower profit margins if the market is to hold up in the second half of the year. One big retailer thinks this year may "get rid of the weak sisters." These he defines as dealers who don't actively merchandise and promote; who stay in the business now by depending on their limit in credit to keep goods on their sales floors.

... IN THE SOUTH, the column which normally appears in this space, has been suspended temporarily because of the sudden death of ELECTRICAL MERCHANDISING's southern editor, Amasa B. Windham. For an obituary of Mr. Windham please turn to page 220.

... in the SOUTHWEST

By Fred A. Greene



Windy weather lends hand to boost washer, dryer sales . . . Business generally steady but mixed . . . Credit problems get worse

WINDY weather, dust storms and promotional efforts combined forces in late February and early March to help boom sales of washers and dryers.

Business, generally, throughout the Southwest was steady, though a few dealers and distributors reported slight declines.

After five or six years of experiencing dust storms, Southwesterners are beginning to believe in the electric washer and dryer. Electric utilities are taking advantage of this change in thinking and are promoting them in a big way.

With Southwest weather in most sections normally mild, housewives had been hesitant to dry indoors. But the extended drought has meant that the slightest wind stirs up dust—not exactly creating an outdoor drying condition.

Now that washers and dryers are taking hold, more and more dealers are pushing them. The success is evident as a result of a survey which shows that in the past month, most dealers' best selling items were washers and dryers.

Although most dealers reported February and early March sales ahead of January, the comparison with the 1955 period is not favorable. One distributor said February 1956 was off 55

percent from the same period a year ago. The firm, located in deep south Texas, believes business is holding back for some unexplained reason. Factors are present, the distributor official remarked, for good business, but the market seems to be marking time.

A dealer over in an east Texas industrial and oil processing center experienced an increase over February of 1955. He attributes this to the fact that wages are up and factory and construction activity are booming. But, he notes sadly, business should be even better. He fears that the auto industry is getting a large share of the spendable dollar—more than it should.

A Dallas distributor, whose business showed a slight improvement over January and who is only 4 percent behind 1955 figures, said that business has not shown since October of last year the strength it experienced in the preceding months. However, sales in recent weeks, he added, have firmed up a bit. While not entirely satisfied with sales in all lines, greatest disappointments have been experienced in television and air conditioners.

But all is not forlorn. A good many dealers and distributors are of the opinion that business is generally good and holding up to expectations. One distributor added that steady growth depends on being very competitive. Another even believes, on the basis of his 1956 record so far, that this year will exceed 1955 in sales.

It is evident, however, that nobody is happy about profit. The very fact that they underline the competitive nature of business makes this obvious. Competition in the Southwest has grown by leaps and bounds and the consumer has become more price conscious as a result. Newspaper advertising and the stress on prices and discounts shows this clearly. Talks with individual dealers underline it.

Oklahoma sales reports are mixed. A large Oklahoma City distributor said his February volume was 21 percent below January and 29 percent under February 1955. Laundry equipment in particular and white goods in general have sold well. However, his big decline is traced in part to a bad drop in television. The firm is reconciled to a 15 to 20 percent lower volume this year on television sales. Still, the firm is looking for a substantial though competitive year—if air conditioning sales are good.

While observing that February volume declined from January, a Tulsa distributor reports that 1956 figures are better than February a year ago. Air conditioners paced his sales, thanks to a pre-season deal for dealers. Business is going along at a "good rate" for the firm though freezers and dryers are dull. Dryer sales have been affected by gas dryer competition.

Laundry equipment and television paced the New Mexico market. February sales for the most part were below January, though one firm reported a 15 per cent increase in Albuquerque. In the same city, the comparison with February a year ago shows sales pretty much the same and about as expected.

Electric housewares are taking a beating price-wise and many dealers and distributors are dropping their lines. A Fort Worth distributor who used to sell a good volume no longer handles electrics because of what he termed "cut-throat competition." Two Dallas dealers also dropped

(Continued on page 16)

Put this sign

Who is this woman



ENTER AND WIN **Tide's**
MYSTERY MRS.
\$100,000⁰⁰
CONTEST



Actual sign is
24" x 37"
and is printed
in five colors!

SEE US FOR DETAILS . . .
BIG BONUS AWARDS

in your window!

Millions of Tide boxes will invite women to visit stores displaying this banner!

Here's why Tide's Mystery Mrs. Contest will build traffic and sales in your store!

1. **Millions of entry blanks** in Tide boxes will invite women to visit their local appliance dealers . . . to get help in identifying the Mystery Mrs. and to win bonus prizes (*deluxe automatic dryers*) if their winning entries carry dealers' endorsements.
2. **Tide advertising**, reaching 80% of U.S. homes ten times a month, will also invite women to enter the Contest. Millions will see her silhouette on Tide's top-rated TV shows and hear her give clues on Tide's popular radio programs.
3. **Free contest-display kits** will point out *your* store as the place to get all-important clues plus entry-blank endorsements that mean big bonus prizes.
4. **It's a "proven-effective" contest!** Last year, over 400,000 prospects visited appliance stores as a result of Tide's Automatic Washer Contest . . . and the bonus prize was only \$100 compared to this year's bonus of a *deluxe automatic dryer*!

Manufacturers and distributors help you cash in on Tide's Mystery Mrs.

There's a free Mystery Mrs. Contest Display Kit waiting for you right now! Contact your distributor or manufacturer, or send in the coupon below. Get all of the following materials to help you get all of the potential sales:

clue record of the Mystery Mrs. voice . . . gives clues to her identity . . . explains how contest works, its prize structure . . . invites contestants (*your prospects*) to see demonstrations of automatics they wish to win.

big banner sign (shown at left) identifies *you* as local headquarters for extra clues, plus entry-blank endorsements, to help contestants win bonus prizes.

clue cards give additional hints as to the identity of the Mystery Mrs. and may be given to contestants to take home and study.

proofs of advertising mats you can use to tie in with Tide's Mystery Mrs. Contest in your own local newspaper ads.



CONTEST PRIZES

Each contestant must identify the Mystery Mrs. and complete a sentence on the entry blank contained in the Tide box. (Complete contest rules in the package.) Winning contestants receive the following prizes:

1st Prize \$10,000 in cash plus an automatic washer of the winner's choice.

2nd Prize \$5,000 in cash plus an automatic washer of the winner's choice.

3rd Prize \$2,500 in cash plus an automatic washer of the winner's choice.

150 additional prizes of automatic washers of each winner's choice.

Bonus Prizes . . . deluxe automatic dryers will be awarded to each of the 153 winners whose winning entry blank is endorsed by her automatic washer dealer.

Mail this coupon to Tide, P.O. Box 599, Cincinnati 1, Ohio

Please send me a free Mystery Mrs. Contest Kit

Name _____
Company _____
Address _____
City _____ Zone _____
State _____

TRENDS REGION BY REGION

by the wayside and others are carrying the items but doing nothing to sell them—too much trouble for too little profit. An east Texas dealer observed that two grocery chains and a local jewelry concern have nearly forced him out.

The situation is pretty much identical in Oklahoma and New Mexico, though a General Electric distributor in one of the larger Sooner State cities replied to a questionnaire that his sales of electrics are going along well and at a normal profit.

An old bugaboo—credit—appears to be coming back to haunt many concerns at both the dealer and distributor levels. There are indications that delinquencies are increasing but the situation is not confined to any one area. The reports are Southwest-wide.

A south Texas distributor says collections are still rough and delinquencies high. Another says he is more careful in extending credit. In Waco, a dealer reports a larger percentage of his credit applications are bad and collections slow. In Houston, a chain store group says repossessions are higher than normal. A Dallas dealer observed that rejections on credit are up 20 per cent while in Fort Worth, payments to a distributor are slow but improving.

Oklahoma is fairly normal. One firm is apprehensive, but nothing like a major change is noted. In Roswell, New Mexico, February collections improved over January, while in Albuquerque, one firm said his were getting slower.

... in the GREAT LAKES

By William A. Troy



Market takes a breather . . . Sales slow down but underlying tone is still strong . . . TV takes worst slide

DEALERS in the Great Lakes region found little to cheer about in the last half of February and the early part of March. On the other hand, no one seems ready to throw up his hands over 1956 spring prospects.

Sales volume over the previous 30 day period shows little substantial increase or decrease, with most dealers reporting sales "even" or "off a few percentage points."

Perhaps more pointed in this rather gray marketing period is the report that most dealers are finding no measurable increases in their sales from the year-ago period. And one dealer in Huntington, W. Va., says his year-to-year comparison for the last weeks in February and the first part of March is down around 10% in 1956.

"We're in the middle of a very quiet market," says one Cleveland dealer, "and yet by the intensity of ads and promotions you can tell that the underlying market is strong. Our early March sales haven't moved much over February. But

we think things will be humming along by April."

"It's easy to blame slow business on the weather," says one Akron dealer, "and to some extent it's true. But I'm inclined to think that the stampede which some manufacturers saw for their new lines just isn't going to come off. Too many people are becoming 'complete-kitchen conscious.' In the long run, that means plenty of business. But for the present, it means buyers will keep their money out of the market for individual appliances until they can plan and pay for the whole works."

Another dealer in the Detroit area says he is getting plenty of traffic through his store, but relatively few sales. "The intent is there," he says, "but the money isn't." He's referring, of course, to the recent cutbacks in automotive production and resultant loss of overtime pay. But in the same breath this dealer says the situation is "very temporary," that sales may well be up above 1955 levels by the middle of April when the spring push begins.

TV sales have had a bad late winter. One dealer, asked what moved best in television over the past 30 days, said: "What moved in television—period!" Among more cheerful TV dealers, 21-inch sets are still by all odds the best sellers, but portable "second-sets" for bedroom, playroom or kitchen are coming up fast. "Very few" 24-inch sets are being sold. One dealer says that one percent of his total sales on TV to date have been 24-inch models. A Columbus man lays the blame on the manufacturers: "21-inch TV is out front all by itself. 24-inch could be sold, but there aren't enough models. We think one third of our television sales could be on 24-inch. Right now, they hardly figure in our sales plans."

No one, but no one, is reporting any movement in color TV. The stock reasons run "too much money," "too small margin," "too few programs," "too little selling experience." Some dealers feel that price would not be a deterrent factor if more promotional push was put behind color TV on the manufacturer and distributor level.

While independent dealers haven't yet felt the impact of color TV, large department stores are getting substantial interest, if few sales. One department store buyer says that "inquiries about color TV are up 500% from a few months ago." He reports that most of his prospects are on a higher income level, aren't fussing about price so long as they feel that the set will give good reception and color programming will be adequate.

A Pittsburgh man, who says he has sold one color set since they came out, views it as "still a curiosity." He thinks the only way to break the color barrier is to make extremely close deals with little or no profit to the dealer to get a few sets established in each neighborhood. "Then," he says, "that competitive, keep-up-with-the-Joneses attitude, which really broke the line on black-and-white will do the same for color." Once this line is penetrated, he believes, the manufacturers will be able to cut prices and swell the volume further.

Big movers in white goods are about evenly split between washers and dryers and refrigerators and ranges. Most dealers report that dryers moved at slower pace this winter than they did last winter, but refrigerators are taking up the slack. The sales emphasis is definitely on larger units—11 cubic feet and over, with big freezer

compartments, preferably on the bottom. Color, or course, is spurring interest, but color, several dealers have found, generates more "complete-kitchen" interest than it does in the individual unit. Apartment sized refrigerators and ranges are selling very slowly.

... in the FAR WEST

By Howard J. Emerson



Spring looks bright, but sales are off in Northwest and refrigerators slump in Southern California . . . Dealers growl about mat service

A GOOD spring season is predicted for appliance-TV dealers in most sections of the Far West. The area seems to have held up somewhat better than the rest of the country during the first quarter, and where business has been down most industry leaders feel that it is a case of delayed-orders that will show up in spring.

While volume of appliance-TV dealers in Southern California got off to a good start in January and February, troubles began to brew in early March. With dealer inventories at an annual minimum, distributors began to hit hard to get the business that would restock the dealers after the March 5 inventory tax. Deal has followed deal, until the average dealer doesn't know what to expect when the next salesman comes in the door—so he asks for an extra 5 and a promotional allowance before he hears the salesman's price. Taking the beating are the independent distributors. Factory branches are hitting so hard that their deals remind one of the Cortlandt Street merchant who lost money on every sale but made his profit in volume. One large independent says that this year he has to move two units to make the profit he made on one unit in March '55.

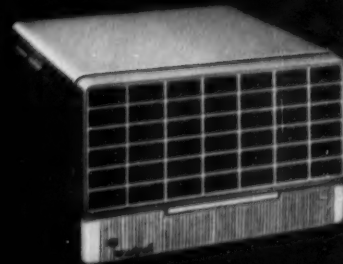
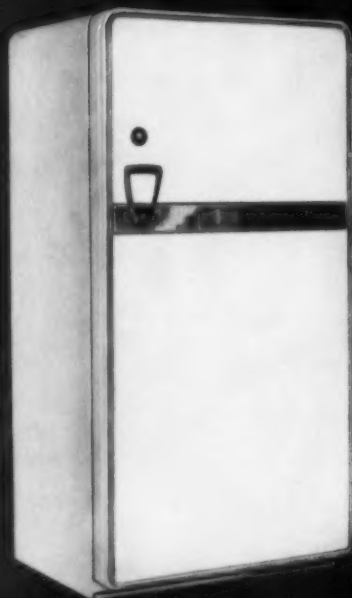
In Southern California—laundry equipment is holding up better than other appliances—refrigeration is down from March 1955 in spite of hopes that this area could pull out of the doldrums of several years and get up to a level with refrigeration business elsewhere in the nation—air conditioning is getting underway as expected, with the best pre-season activity of any year so far, but not without problems—there have been both the dumping of 1955 models and free flooring of 1956 models so far, and when this comes can consignment be far away?

Business for appliance-TV dealers in the Northwest was definitely down during March—about 20 percent according to most dealers there. However, except for paying current bills, no one is too worried. One of the most severe winters in history gripped the big market areas of Seattle, Portland, Tacoma, etc., with a much more serious (Continued on page 31)



Whirlpool

the big new name
in home appliances



NEW RCA WHIRLPOOL



Convenient Baskets in chest-type freezers make food easy to find, especially smaller packages. Each wire basket holds 17 pounds of food and is easy to lift and move around.



2 Roll-Out Baskets give extra convenience in upright freezers. They roll out easily on nylon bearings. Each basket holds 58 pounds in Model YV-15 and 74 pounds in Model YV-19.

chest and upright FREEZERS

give you the features that make selling
easier . . . more profitable!

**The new freezer that "seals-in"
the delicious flavor of all foods!**

Now . . . Whirlpool-Seeger, famous for quality products, brings you a line of RCA WHIRLPOOL freezers that combine top performance features with smart styling to give lasting satisfaction and beauty. Each freezer, chest or upright, does exactly what your customer wants it to do . . . *protects and keeps the delicious flavor of stored frozen food.*

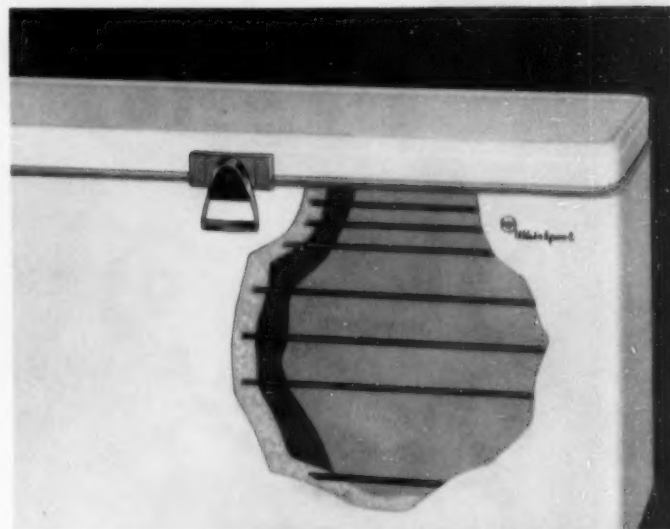
There are no wide up-and-down temperature variations to endanger the flavor, goodness and color of stored foods. The food temperature is pre-set at the factory and does not vary more than 2 degrees. There are no dials to fuss with . . . food temperature stays constant automatically.

And, the reasons an RCA WHIRLPOOL can hold food temperature constant, and do it so efficiently, are three-fold . . . scientifically-spaced freezing coils; high-density type of glass fiber insulation; and sturdy tite-seal door.

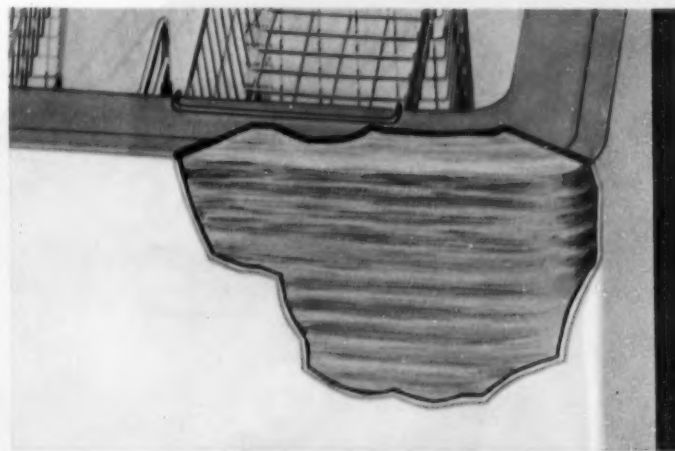
**LOOK INSIDE
FOR THE FULL STORY**



Tite-Seal Door, when closed on both chest and upright freezers, compresses a multi-ribbed, super-size gasket to form an airtight seal. Smartly-designed stirrup handle opens door at a finger-tip touch. Built-in lock safeguards contents of freezer when desired.



Freezing Coils in chest-type freezers are scientifically spaced around all 7 inside surfaces. Thus, *all* surfaces fast-freeze. In upright models, coils are spaced on 4 fast-freezing surfaces including 3 large shelves. Constant cold is all over . . . top to bottom, front to back, and side to side.



Glass Fiber Insulation is of the laminated, high-density type in both chest and upright freezers. It is the most efficient kind of insulation to keep cold in and heat out even though outside temperatures surrounding the RCA WHIRLPOOL freezer vary as much as 80°F.

chest and upright **FREEZERS**

give you the features that make selling easier . . . more profitable!

**The new freezer that "seals-in"
the delicious flavor of all foods!**

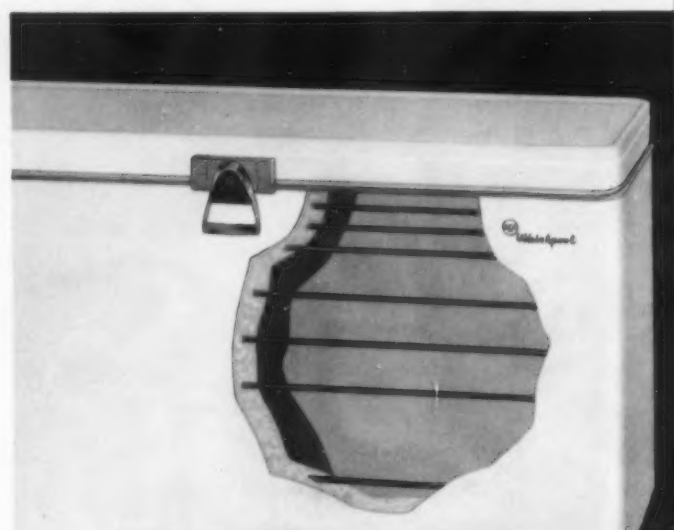
Now . . . Whirlpool-Seeger, famous for quality products, brings you a line of RCA WHIRLPOOL freezers that combine top performance features with smart styling to give lasting satisfaction and beauty. Each freezer, chest or upright, does exactly what your customer wants it to do . . . *protects and keeps the delicious flavor of stored frozen food.*

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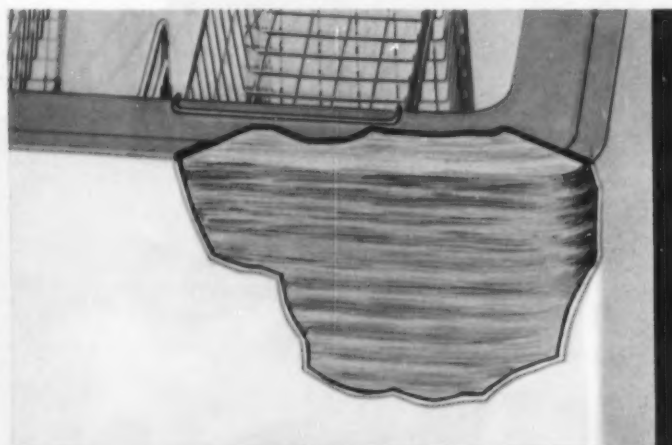
And, the reasons an RCA WHIRLPOOL can hold food temperature constant, and do it so efficiently, are three-fold . . . scientifically-spaced freezing coils; high-density type of glass fiber insulation; and sturdy tite-seal door.



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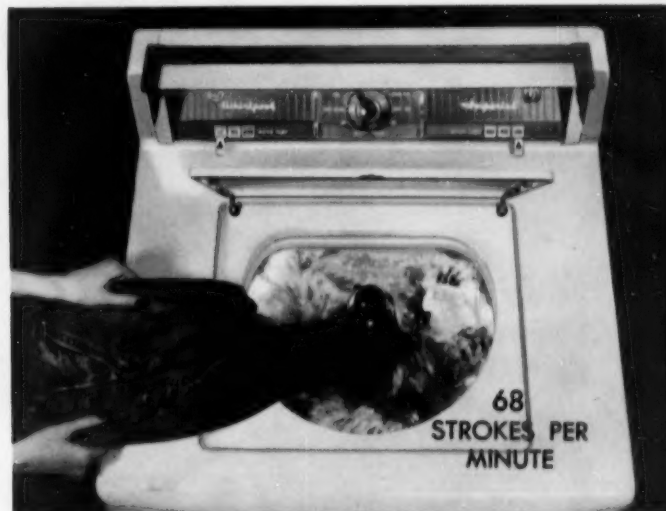
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NEW RCA WHIRLPOOL

give you the features that make
selling easier . . . more profitable!



Slow Speed action for safely washing, rinsing and spin drying sheerest of synthetics is $\frac{1}{3}$ slower than normal speed. Washing time is selective from 1 to 4 minutes.



Normal Speed action, entirely separate and independent, is for gently washing grimest blue jeans and all regular fabrics. Washing time is selective from 1 to 14 minutes.

2 DIFFERENT AGITATOR SPEEDS, 2 ADJUSTABLE TIME CYCLES to wash all sheer and regular fabrics automatically!

The greatest sales feature in automatic washing is yours with an RCA WHIRLPOOL. With the 2 different agitator speeds and 2 adjustable time cycles, you can give a woman complete freedom from washing . . . and that's what she wants. Yes, you can demonstrate how nylons, sheerest of

fabrics and synthetics are washed gently and safely with the exclusive Delicate Fabric cycle. Now, all the dainty things she washes by hand can be washed automatically in an RCA WHIRLPOOL. It's a powerful sales-clincher because it satisfies a powerful "want." Use it to sell and make more.



Suds-Miser* saves money every washday! It's exclusive, built-in and fully automatic. After first load, Suds-Miser automatically pumps hot sudsy water into a tub for storage. Then, for next load, the hot sudsy water is pumped back automatically for re-use. It cuts soap and hot water costs more than half.

*Tmk.

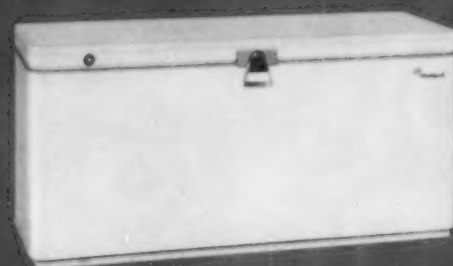


Seven Rinses, 6 pressure-spray rinses plus agitated deep rinse, give the most thorough rinsing known yet less water is used than with ordinary washers. No other rinsing method is better. And, rinsing often is the difference between partially-clean and truly-clean clothes.

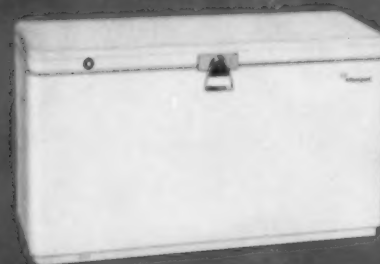
freezers with the features women want

CHEST-TYPE FREEZERS

Here are the freezers that provide extra "up-at-top," easy-to-reach storage area plus extra, usable counter space at normal height. Each of these three RCA WHIRLPOOL freezers fast-freeze on *all* 7 inside surfaces. Then, there's an extra-convenient fast-freeze compartment for processing foods. And, in an RCA WHIRLPOOL, temperature automatically stays at the proper level to protect stored foods. It is zero-cold all over from top to bottom, front to back, and side to side. Additional features include: removable wire baskets and dividers; sturdy X-girder counter-balanced door; key-lock handle; copper and spice finish; and many others.



Model YH-20 is a big 20 cu. ft. freezer that stores 700 lbs. of food. It has 4 large wire baskets for smaller packages and 3 removable wire dividers.



Model YH-16 freezer is 16 cu. ft. and holds up to 560 lbs. of frozen food. It has 3 convenient baskets and wire dividers.



Model YH-12 is a 12 cu. ft. chest freezer that holds 420 lbs. of frozen food. It has 2 large baskets and dividers.



Juice Can Dispenser conveniently serves one can of juice at a time . . . take one and another drops into its place. Dispenser holds 12 cans in Model YV-15 and 20 cans in Model YV-19.



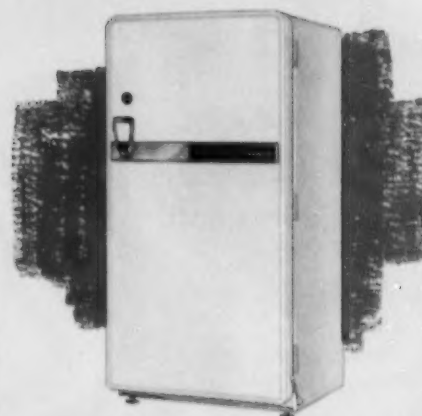
2 Package Dispensers, each one holds 24 food packages on Model YV-15 and 32 packages in the Model YV-19. When one frozen food package is removed, another drops into its place.

men want and buy!



UPRIGHT-TYPE FREEZERS

For your customers who want a large-capacity freezer but have limited floor space available, one of these two RCA WHIRLPOOL upright models is just the answer. Each of these beautiful freezers has 4 fast-freezing surfaces including 3 large open, grid-type shelves for better air circulation (each fast-freeze surface has 8 rows of coils); 2 full-width roll-out baskets; convenient Super Storage Door with roomy juice can dispenser, 2 large dispensers for packages, plus an extra odd-package shelf; exclusive moisture disposal with "self-winding" tube for convenient removal of defrost water; beautiful copper and spice finish; and many more features.



Model YV-19 is 19 cu. ft. and stores 665 lbs. of food. It combines the advantages of big capacity with small floor space requirements.



Model YV-15 is a 15 cu. ft. freezer and holds 518 lbs. of frozen food yet occupies a floor area of less than 30 square inches.

5-YEAR WARRANTY

Each RCA WHIRLPOOL freezer carries a 5-year warranty on hermetically-sealed refrigerating system.

FOOD SPOilage WARRANTY

Here's another extra sales feature for you. Each RCA WHIRLPOOL freezer carries a free 3-year food spoilage warranty with coverage up to \$200.00.

BONUS FEATURES IN EVERY RCA WHIRLPOOL FREEZER

- **Dry Cabinet Construction:** Moisture never forms on door and cabinet. Sweating, dripping outside walls are eliminated.
- **Vapor-Sealed Cabinet:** One-piece, welded, Bonderite processed steel with two coats of baked Dulux enamel for lasting beauty and durability.
- **Interior Light:** Built-in, the light turns on automatically when the door is opened.
- **Automatic Control:** Temperature pre-set at factory to maintain zero-cold throughout for greater protection of food and flavor.
- **Safety Signal Light:** Soft, steady glow in RCA WHIRLPOOL emblem on front indicates freezer is operating properly.
- **Quiet, Fanless Operation:** Eliminates noise and vibration... gives silent, dependable, economical operation year after year.

chest and upright FREEZERS

give you the features that make selling
easier . . . more profitable!

**The new freezer that "seals-in"
the delicious flavor of all foods!**

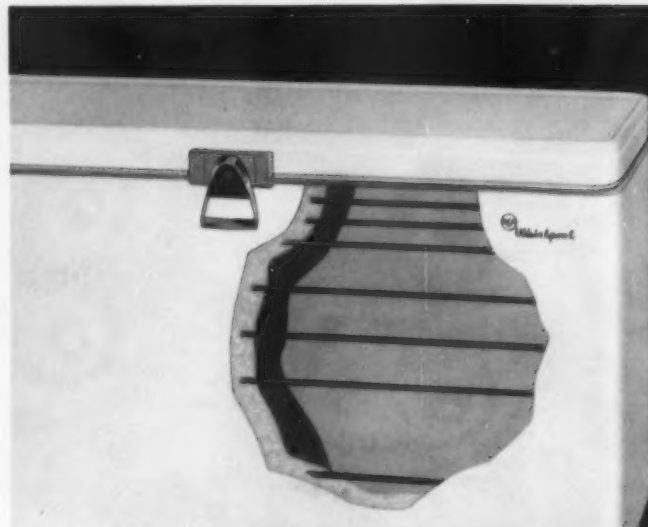
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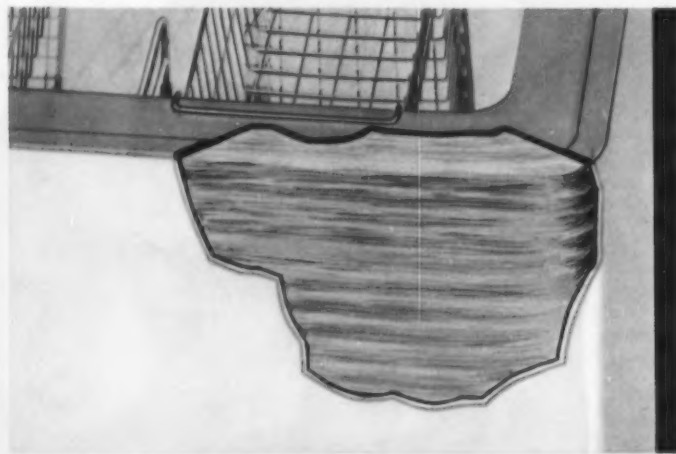
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Tite-Seal Door, when closed on both chest and upright freezers, compresses a multi-ribbed, super-size gasket to form an airtight seal. Smartly-designed stirrup handle opens door at a finger-tip touch. Built-in lock safeguards contents of freezer when desired.



Freezing Coils in chest-type freezers are scientifically spaced around all 7 inside surfaces. Thus, *all* surfaces fast-freeze. In upright models, coils are spaced on 4 fast-freezing surfaces including 3 large shelves. Constant cold is all over . . . top to bottom, front to back, and side to side.



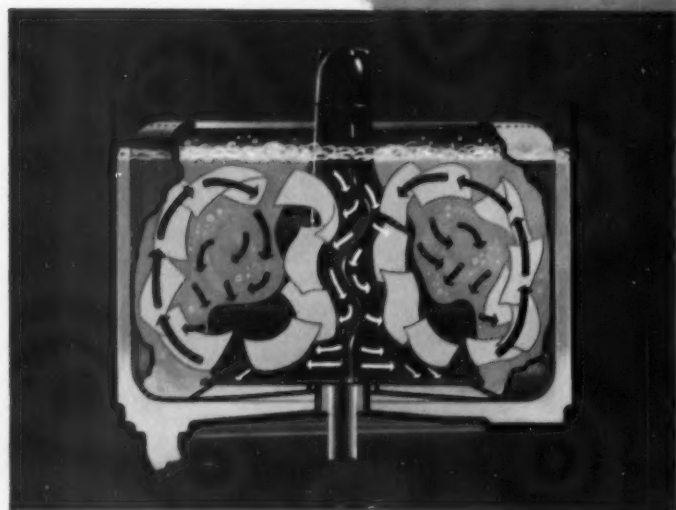
Glass Fiber Insulation is of the laminated, high-density type in both chest and upright freezers. It is the most efficient kind of insulation to keep cold in and heat out even though outside temperatures surrounding the RCA WHIRLPOOL freezer vary as much as 80°F.

AUTOMATIC WASHERS



A MODEL FOR EVERY NEED

In the RCA WHIRLPOOL line, there is a beautiful washer (with matching dryer) to meet every need and purse. There are 4 models . . . Imperial (illustrated), Supreme, Custom and Deluxe. Each has the top performance and quality features in its price class.

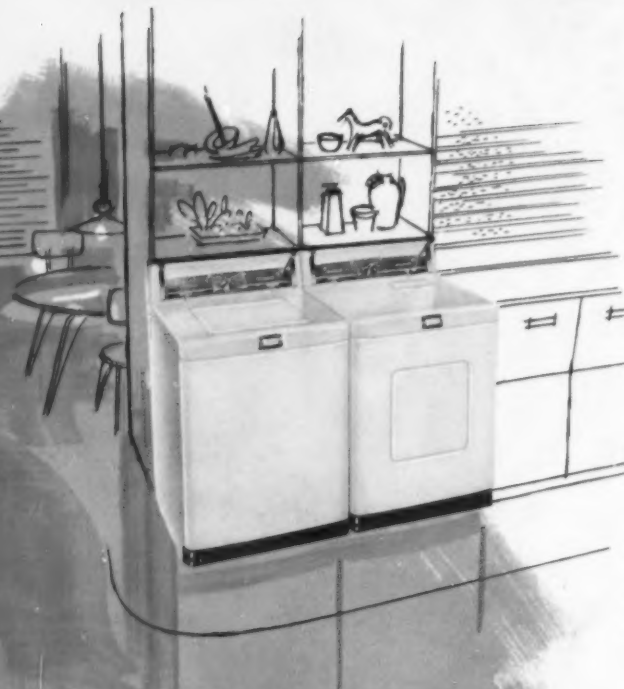


Washing Action in an RCA WHIRLPOOL circulates clothes *freely* and *flexes* them thousands of times as sudsy water is gently forced through the fabrics to loosen and remove soil. "No washing areas" are eliminated . . . clothes can't tangle or tear. With an RCA WHIRLPOOL you sell "cleanest clothes ever."



3 Water Levels give extra saving of hot water. Any size partial load can be washed in the proper amount of water. And, it's all automatic . . . just set indicator at level desired. "High" is for full 9-lb. load; "Med," for 7-lb. load; and "Low," for 5-lb. load. For even smaller loads, water level can be controlled as desired.

NEW RCA WHIRLPOOL

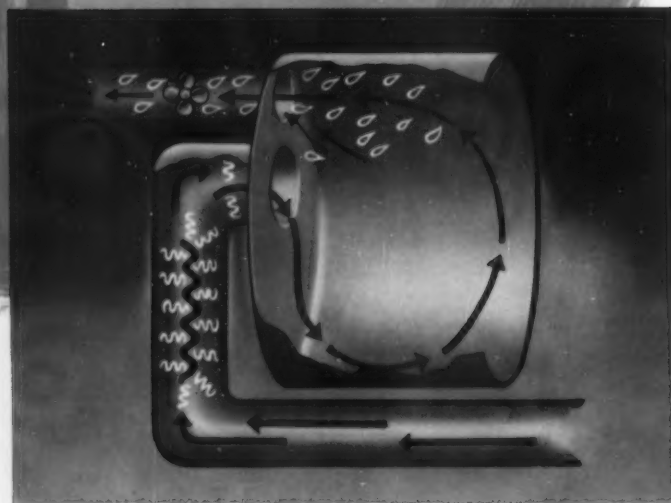


A MODEL FOR EVERY NEED

Whirlpool-Seeger gives you 9 beautiful RCA WHIRLPOOL dryers . . . 5 gas and 4 electric . . . a model for every purse and every purpose. (Imperial electric dryer is illustrated.) Each has the quality and features that have made RCA WHIRLPOOL most wanted by most women.



Ultra-Violet Lamp floods clothes with fresh-air fragrance throughout the entire drying cycle in an RCA WHIRLPOOL. Yes, there's a special kind of clean freshness about RCA WHIRLPOOL-dried clothes that your nose can tell better than any words. Use this demonstration . . . it will help sell for you.



Controlled Air Flow circulates heated, tempered air through tumbling clothes in a scientifically-correct pattern for highest drying efficiency. In an RCA WHIRLPOOL, clothes are never exposed to direct radiation of high temperatures . . . there is no chance for scorching. Tempered heat is absolutely safe for all fabrics.

Gas and Electric DRYERS

give you the features that make selling easier . . . more profitable!



SUPER-SPEED HAS 5 AUTOMATIC TEMPERATURE SELECTIONS

For Regular Fabrics: 3 settings automatically assure the correct and safe drying heat. Fabric guide on each temperature setting eliminates guesswork.



For Delicate Fabrics: 2 settings provide absolute safety in drying the sheerest of materials. "Air" setting can be used for fluffing and airing out clothes.

NOW . . . FASTER DRYING THAN EVER BEFORE

In both gas and electric models, RCA WHIRLPOOL dryers give *new, faster drying!* In the electric dryers, wattage is increased to 5,600, while gas dryers are rated at 37,000 B.T.U.'s . . . yet, they cost no more to operate. For example, no other dryer can compare with the RCA WHIRLPOOL Super-Speed gas dryer for quality, safety

and speed in drying clothes automatically. This amazing dryer keeps up with the automatic washer. Two loads of clothes can be dried in the same time one load dries in an ordinary dryer. It safely dries anything . . . even sheerest of fabrics. It fluffs wool blankets and pillows . . . even airs out clothing. And, it costs no more to operate than regular dryers.



Sheer Fabrics, like this nylon negligee, can be dried quickly and safely in an RCA WHIRLPOOL dryer. A choice of drying temperatures automatically provides the safe drying heat for any material. And, there's no more sun-fading . . . no more wind-lashing nor freezing to reduce normal life of clothes.

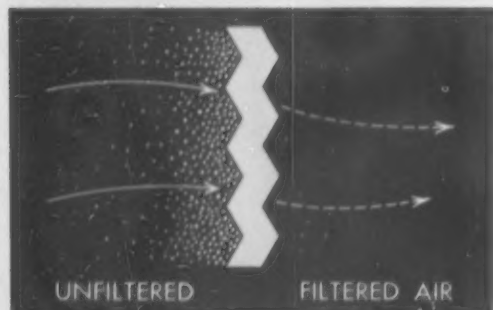
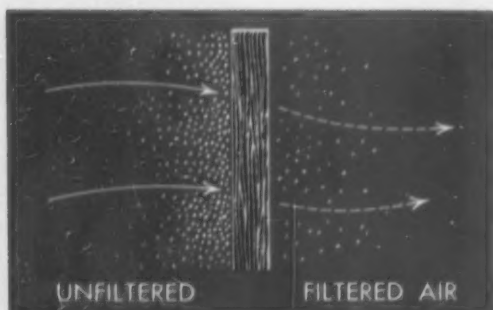


34% Fluffier than outdoor drying. The matted towel was dried on the line. The fluffy one was dried in an RCA WHIRLPOOL dryer. You can see the difference . . . it's at least $\frac{1}{3}$ fluffier, much softer and more absorbent. Give your prospects this kind of drying with an RCA WHIRLPOOL and you'll sell more, make more.

NEW RCA WHIRLPOOL

give you the features that make
selling easier . . . more profitable!

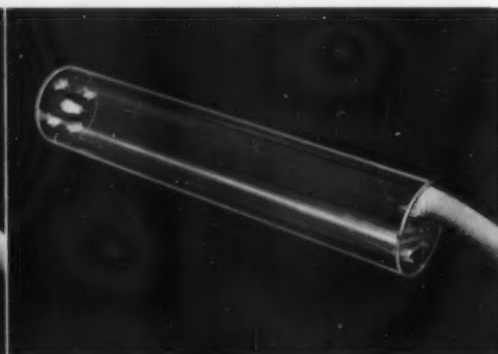
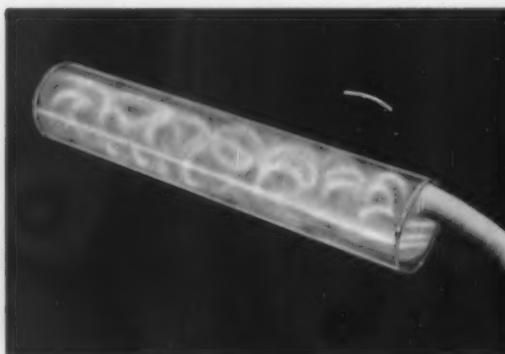
FIRST with ELECTRONIC FILTER



See the difference! The ordinary mechanical filter (top) screens out only the average-size particles . . . Electronic Filter (bottom) "pulls" impurities even tiny as 1/25,000 of an inch from the air. And, there's more filtering surface with the special "pleated" design.

Eliminates dust, soot and pollen 300% more efficiently than any ordinary filter

Here's a terrific new sales advantage for you in room air conditioning. Introduced first in RCA WHIRLPOOL room air conditioners, electronic filter screens out even the most minute particles of soot, dust and pollen. The result is purer, cleaner cool air that gives customers more comfortable breathing, easier house cleaning and better health.

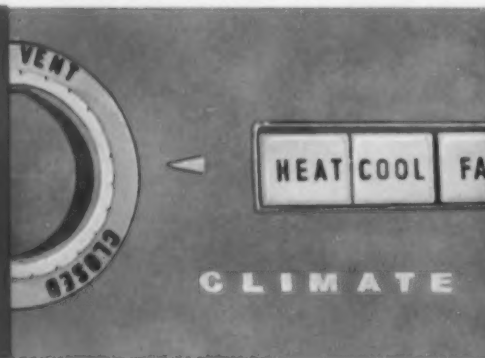


Here's dramatic demonstration proof! A glass tube containing an electronic screen is filled with smoke-saturated air. The screen is activated by a transformer and electronic rectifier tube (such as in the charging unit in an RCA WHIRLPOOL). In a matter of seconds the electronic screen "pulls" even the most minute smoke particles out of the air leaving it crystal clear and cleaner than possible with any ordinary mechanical filter.



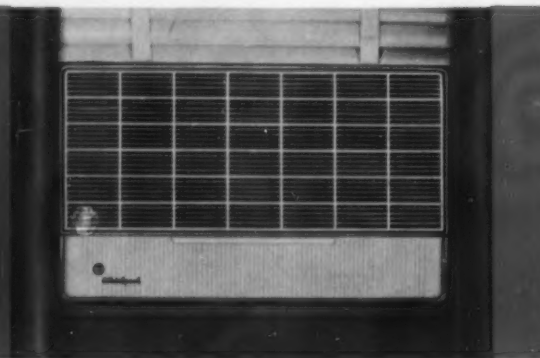
Infinite selection of air speeds

Not one or two speeds . . . but unlimited selection from off to high. No more annoying drafts or "dead air" pockets . . . you select the right air flow for the temperature and room size. Full 360° air direction control assures proper circulation throughout room.



Heat and cool with the same unit

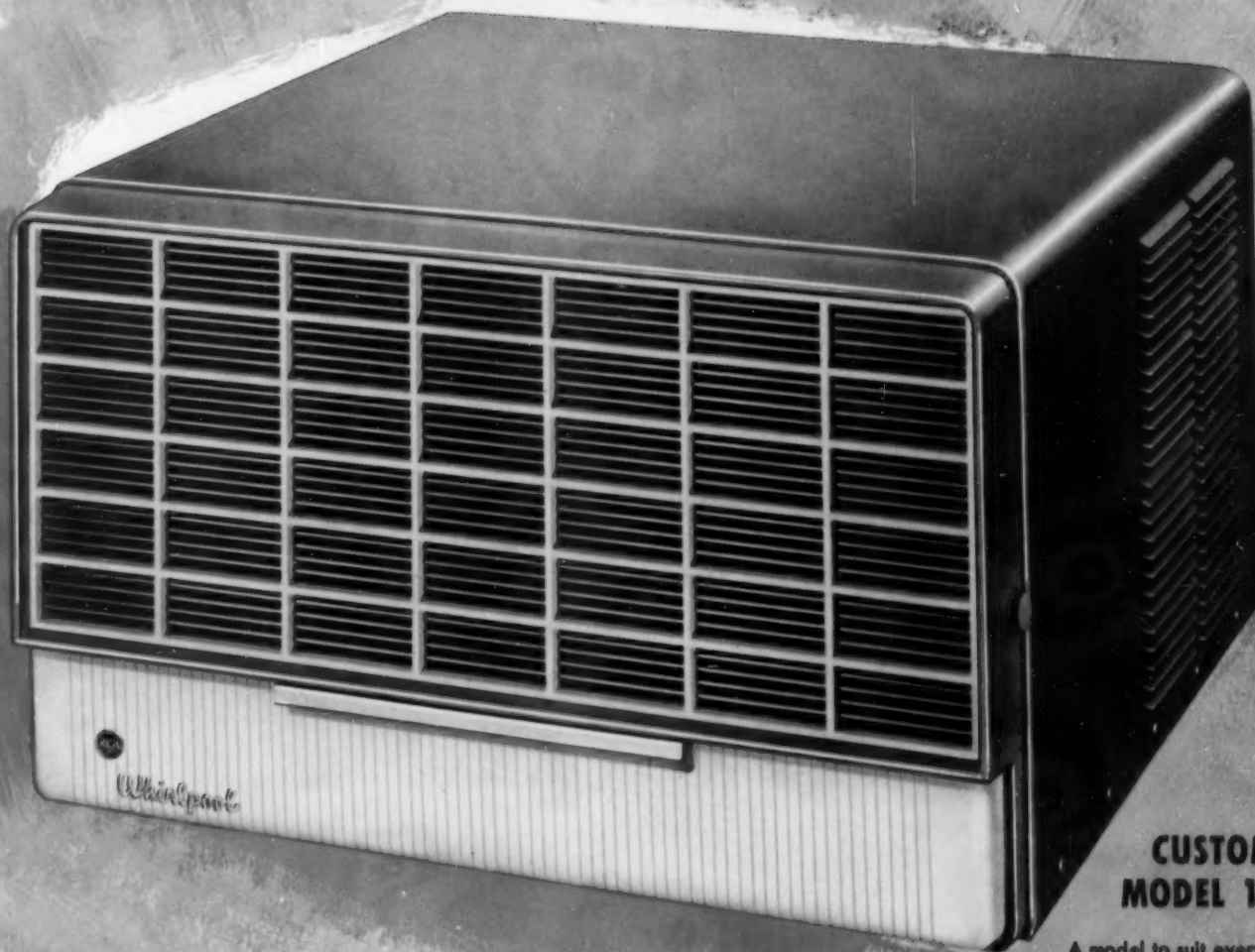
Whatever the need . . . cooling in the summer, heat for fall or winter . . . just push the button and RCA WHIRLPOOL conditions the air exactly as desired . . . even the humidity. A built-in thermostat automatically maintains the temperature selected.



Flush-to-wall styling fits any room decor

Nothing has been overlooked to make RCA WHIRLPOOL the finest air conditioner available. Smooth, unbroken design . . . beautiful shades of mocha and ivory . . . and modern styling are at home in any room. It is the star attention getter in any display.

ROOM AIR CONDITIONERS



**CUSTOM
MODEL 150**

A model to suit every need and price: Custom, Deluxe and Casement Window units plus Central Units ... models from ½ H.P. to 2 H.P.

SEE CUSTOM 50

Terrific new low-priced traffic builder

Beat your competition with this feature-packed, ½ H.P. budget model! Has built-in thermostat, pushbutton controls, adjustable grill, permanent filter plus plug-in operation on 115 V. outlet.

FIRST with revolutionary new WEATHER PROTECTION PLAN

You get paid if weather is "cold"
during your prime selling season

New...exclusive...the "cold-weather" gamble is taken for you on air conditioner sales. Here's how! If temperatures are below average during your prime selling season (May and June) you will be given an extra promotional allowance on all units received through April 30. You can't lose... if it's hot customers will flock for feature-packed RCA WHIRLPOOL air conditioners... if it's cold you get an extra allowance on all units *whether sold or not*. Only RCA WHIRLPOOL air conditioners give you this extra profit protection.



NEW RCA ESTATE Gas

give you the features that make
selling easier . . . more profitable!



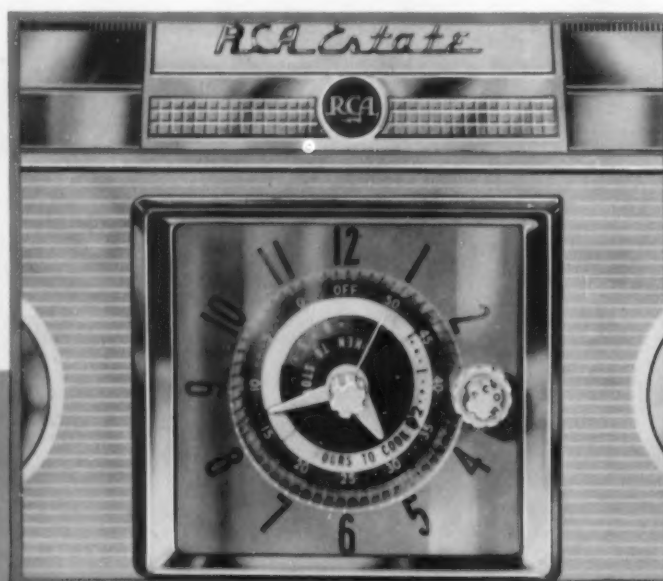
Extra 50% cooking capacity on top! Griddle is "keep-warm" area for two pans, or it can be removed and then the thermostatically-controlled unit beneath becomes a fifth cooking unit for utensils up to 25-qt. capacity. And, its location at rear of top is extra safe from children's exploring hands.



Exclusive, built-in Grid-All with thermostatic control ends the need for separate skillets or griddles. Heat is automatically maintained by a thermostat throughout grilling . . . giving perfect grilling without burning at all times.



Exclusive, Balanced Heat oven with silicone seal gives perfect baking without hot spots or cold corners. All 56 biscuits . . . on a single, oven-size cookie sheet . . . bake to an even, golden brown.



Automatic clock control of every type of cooking . . . oven, surface unit, small appliances and deep well. Automatically turns units on and off at pre-set times . . . has a 1-minute alarm.

and Electric RANGES



A complete line of 30" and 40" Gas ranges.

A MODEL TO SELL EVERY MARKET

A complete line of 30" and 40" Electric ranges.



Exclusive, aluminum Dispos-A-Bowls are shaped to fit top unit bowls and catch food spill overs. No more scrubbing . . . bowls stay clean and shiny . . . housewife simply throws soiled liners away.



Exclusive, separate Bar-B-Kewer meat oven gives year 'round enjoyment of delectable barbecued foods . . . even whole hams. Radiant heat provides low temperature, charcoal-like cooking recommended to obtain juiciest, tastiest meats.

Remember . . . you'll always get
the highest quality from Whirlpool-Seeger,
the company that is known for quality
so . . . sell quality . . . see your
RCA WHIRLPOOL distributor now!



**MORE THAN 30,000,000 PEOPLE
SEE RCA WHIRLPOOL ON THE
MILTON BERLE — MARTHA RAYE
TV SHOWS ON TUESDAY NIGHTS**

With popular Fran Allison and the Kuklapolitans
doing the selling, this bright and gay
NBC network program reaches a tremendous
audience on Tuesday nights.

Watch this fun-filled, laugh-filled show . . .
see the convincing demonstrations that
pre-sell so many people on RCA WHIRLPOOL
right in your own neighborhood.

Use of trade-marks and RCA authorized by Radio Corp. of America

RCA WHIRLPOOL and RCA ESTATE HOME APPLIANCES
are products of

WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

WASHERS, DRYERS, IRONERS, FREEZERS, RANGES, AIR CONDITIONERS

JOIN UP...IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

TRENDS REGION BY REGION

effect on the buying activity of these mild-climate customers than would be experienced even in the eastern sections of Washington and Oregon. But with the economy in the area continuing well above last year, most in the industry feel that the drop during the first quarter will be more than picked up during the second quarter.

In the Northwest—TV has not dropped proportionately to white goods. Consoles with their pretty markups have held up well in spite of a rash of advertising on leader models—late showing of a couple of major appliance lines has hurt some big dealers in March—the manufacturer who took the padding out of his regional prices here gave many a dealer the ivy league look, thin and droopy—upswing in delinquencies on food-freezer contracts reported in March, but other credit quite sound.

No credit problems are foreseen out here for several months, at least, according to the major lending institutions. As of the middle of March, credit—at both appliance dealer level and at appliance consumer level—are considered fairly normal. And when a banker says "normal," you can be sure he means good.

The number of conditional sales contracts on appliances and TV is increasing steadily, but not out of hand. The general impression received from banks and manufacturers' credit departments is that they would like to see more paper. And they can expect it for the next three months as three factors take hold—(1) April opening of seasonal agricultural, lumber and construction employment throughout the Far West as the weather changes; (2) accelerated promotions on white goods, particularly laundry and refrigeration, sponsored by both manufacturers and utilities; (3) continued effort of banks to get a better balance between their appliance-TV-furniture portfolios and their automobile paper.

Delinquencies have been brought down from their normal January high to a normal level for March, but are expected to increase somewhat during April when Uncle Sam has first chance at the paychecks. Evident to many in the industry this year was a more concerted drive by lending institutions during January and February to get delinquents in line than during the same period of recent years. One bank officer admits that this effort was caused by the political situation—the lenders felt that unfavorable political news regarding candidacies for the presidency might cause a slowup in business. This might, they felt, cause an increase in unemployment that would step up delinquencies, a situation they didn't care to have come on top of the delinquencies that result from the public buying Christmas presents instead of paying the banks.

There has been a drop in volume of goods being flooded by dealers here. In California, of course, this is normal during early February while dealers try to get all inventory to a minimum before the state inventory tax is collected—this tax varies from county to county, but in general it is about 5 percent on a 40 percent evaluation of the inventory's cost. It applies as well to goods on flooring and goods en route from the distributor or the factory. Then it is a while before the pipelines are filled because distributors have been trying to keep their stocks as low as strong and persuasive voices crying from the East will let them. However, goods flooded should increase heavily by April 1st both because of a return to normal inventory and because several manufacturers are giving their dealers special breaks on flooring during the big spring sales campaigns.

Facing all appliance-TV dealers, of course, is what their misguided brethren, the auto dealers,

are doing up the street. Reports here during the middle of March indicate that auto sales are starting up again. And there has been very little tightening on auto paper in spite of the rumors. The move to higher down payments which started about September 1, '55, has been counteracted in at least the metropolitan areas here by dealers who will arrange personal or collateral loans to provide the individual with up to 100 percent of the down payment needed by the bank.

To represent truly the appliance-TV dealer out here, this column should end with a gripe. And here it is. **There is a growing resentment among the more alert and successful dealers here about the service they are getting on advertising mats.** Distributors' salesmen show proofs of mats that the distributor doesn't have in stock, and even the speed of airmail can't bring mats that the manufacturers refuse or neglect to send on request of the dealer or distributor. One dealer here was on the 'phone this week trying to talk to the right person at the factory in the mid-West to get a mat he needed for a direct mail piece. Then he called the mat service in Chicago trying to arrange for mats to be airmailed—mats for which he had proofs already pasted in a layout—proofs which had been supplied by the distributor's salesman two weeks before. He ended by having the newspaper make line cuts from the proofs.

... in CANADA

By M. L. Schwartz

Sales fluctuate in first quarter . . . Cold war over grocery premiums gets hot . . . TV probe may boost volume of business . . . Night shopping a must

AFTER good sales in January, a slow down in February and signs of another rise in March, first-quarter business in refrigerators, electric ranges, washing machines, etc., has been described as bigger than expected saleswise, though smaller profitwise.

Behind the first-quarter sales trend is a much greater tendency this year to use "specials" in a grim price war which has brought a bigger turnover but a smaller profit.

The head of a large appliance firm in eastern Canada reports bluntly that so far in '56 "almost every dealer had to push good specials and shave profits to get business."

"Our sales of refrigerators, stoves, washers and other items have been up so far this year because we've gone all-out on 'specials' but we've cut our profits to the bone," he confided, adding that major efforts to clear out some big appliances in March will pick up even more volume.

Many dealers report, too, that small appliance sales have been as one veteran dealer put it, "more than disappointing." This drop is attributed in the main to the activities of discount houses. In fact, in sharp contrast to the large appliance situation, discount houses are getting much more of the small appliance business than anyone dared predict earlier.

An improved collection rate marked first-quarter business for most Canadian dealers.

"We employed three collectors steady last year at this time," said the general manager of a big, long-established appliance store in Ontario,

"but we have none now because our collections are so good, so easy. They're paying off their accounts before being billed. We've never seen anything like it before."

Some of Canada's large grocery chains, including Loblaw's and Steinberg's have started a battle over premiums by offering appliances and other merchandise redeemable for coupons of 5¢ for every 25¢ or 50¢ purchase of groceries. Appliance dealers don't like it and there is talk of offering grocery premiums on appliance purchases in retaliation.

It is claimed that the grocery chains' scheme has been well accepted by the public and apparently these chains are satisfied with the results, buying huge quantities of appliances on a bulk basis and generally selling them below regular retail price levels in order to attract business and boost customer traffic. Prices are only slightly over wholesale prices for many items.

However, while the larger appliance dealers are not worried, even boast of not being undersold, others are becoming concerned. They talk about retaliatory measures, about possible taking up the whole scheme with federal officials. One appliance chain is offering already food items at less than half the normal retail price, others may follow. Lawyers are known to be studying the legal implications. The cold war over premiums can become a real hot war in the weeks ahead.

The probe of radio and TV broadcasting by a three-man commission appointed by the Canadian Government will start its public hearings in Ottawa on April 30, but already the grapevine in retail circles hints strongly that, if this probe is followed by policies to broaden the scope of TV operations to reach more of the population, there will be another surge of TV set sales.

At present, about 75 percent of Canada's population is within reach of TV but only 45 percent of Canadian families own TV sets, with the belief held by leading manufacturers that there will be a decline of approximately 20 percent in this year's production of TV sets. However, if more families come within TV range, there will be an immediate boost in TV set sales, calling for greater production than presently estimated, particularly if financing arrangements allow for more TV stations. Dealers are likely to sell more TV sets as a result of these developments.

With large-scale suburban shopping centers now in operation in many Canadian regions and many more in the planning stage, **outmoded legislation banning night shopping is proving extremely unpopular with consumers and retailers,** the latter determined to fight for the lifting of the ban to allow one or more open nights each week. Appliance sales, in particular, would benefit through lifting of this ban, dealers say.

There is strong support now for what President E. G. Burton, of Simpson-Sears Ltd., department store chain, says about this trend in favor of night shopping. He says that much of the antiquated closing regulation was created to protect the workers but this is outdated today on account of the protection of modern labor codes, with employees no longer compelled to work longer hours in face of night shopping.

A leading appliance dealer in another Ontario city reports that his company's business jumped 25 percent during a recent weekly period when night shopping was tried on an experimental basis.

Meanwhile, civic authorities are holding up such night openings despite the increasing demands by retailers for more freedom in this respect. In fact, appliance dealers are watching with keen interest the final outcome of a legal battle in one large city where no less than 20 stores in shopping centers are facing court action for keeping open 22 nights involving possible maximum fines of \$6,000 each. **End**

Introducing the Fabulous, All-New



two glamorous additions to **AMERICA'S FIRST FAMILY OF COFFEEMAKERS**

First in Beauty

Where else but in the famous Universal Coffeematic could you find the graceful modern lines that outmode all others . . . the gleaming chrome set off with a rich golden escutcheon, the new jet base and graceful curve of new handle and spout. Always America's Favorite, the new '56 Universal Coffeematic again surpasses them all for sheer beauty alone.

First in Value

Solid copper, *not aluminum*, forms the basic shell, heavily chrome plated for lasting beauty. The finest of precision controls, nichrome heating elements are all painstakingly assembled for the utmost in dependability. In three models, for satisfying every budget . . . ten-cup chrome, ten-cup copper, and eight-cup chrome, you'll have easy sales all along the line.

First in Performance

Known wherever coffee is served as the finest, fastest of all coffeemakers. Continual consumer research has dictated the famous automatic features standard in every Universal Coffeematic. Today it is the envy of the industry . . . often copied but never duplicated, it's the finest you can sell . . . the brand name that will perform best where it counts — in your sales figures.

Everything points to the **BIG YEAR!**

FIRST IN SALES . . .

with over 10 million Coffeematics sold

BACKED BY 6 TIMES MORE ADVERTISING

UNIVERSAL

Coffeematic



ALL THE FAMOUS COFFEEMATIC FEATURES!



Flavor-Selector

Automatically brews to the strength you choose, Mild, Medium or Strong.

Heat Guard Handle

New streamlined design prevents hand from touching hot surface.

Redi-Lite

Glow to show when coffee is done to the exact strength you chose.

Cold-water Pump

Gives you Coffeematic's super-fast starting action—coffee never boils.

Heat Sentinel

Keeps coffee at serving temperature with no increase in strength.

Non-drip Spout

Designed to prevent coffee from splashing or dripping as you pour.

THAN HAS EVER BEEN PUT BEHIND ANY OTHER COFFEEMAKER

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Mort Farr Says . . .

Electric Housewares Can Build Traffic



IT costs the average dealer around \$2.00 in advertising to bring a customer into his store and it takes from 6 to 10 customers, shopping in a store, to produce a sale for a major appliance. Thus, if a dealer can increase his floor traffic and get people into his store, he has much more chance of increasing his appliance volume. Any way that this can be done is cheaper and more effective than outside selling in today's market.

Traffic can be secured by tying in with manufacturers' campaigns; industry contests; offers of gifts for a visit to your store or using a low-profit, low-priced item with mass appeal. It is preferred but not essential that the item be related to the appliance field. Many stores have had success with "specials" or "close-outs" of traffic appliances that brought hundreds of shoppers into their stores. That is the thing we need for growth—making more and more new customers who come back and buy more and more merchandise.

IT'S A BIG BUSINESS. The electric housewares' business last year accounted for over \$1,000,000,000 at retail. We can get some idea of its importance when we realize that in dollars, it was equal to 50% of the total TV volume and just about equal to the dollar volume in refrigerators. To get his rightful share of this market an appliance dealer should make electric housewares an important part of his merchandising program. In my travels I have found dealers in small cities doing just a fair total volume of business whose electric housewares' business was over \$100,000 a year. And again I have found some of our most astute merchandisers of majors doing a paltry few thousand dollars in traffic appliances. The latest ELECTRICAL MERCHANDISING survey indicated that, while 85% of dealers carried electric housewares, they averaged only about \$8,000 annually in sales. This comes from a cross section of dealers whose total sales averaged around \$220,000 per year. This brings two things to mind. First, that as dealers we have not learned how to merchandise efficiently. Nowhere have I encountered a dealer who was doing his proper share of business in all departments. Some put too much emphasis on TV; others do an outstanding job on home laundry; some have sold more than their share of ironers and many have gone beyond national averages in freezers. Any dealer who organizes his entire operation so as to get the full potential of each item he sells, will do a terrific volume and make considerable profit.

RECOGNIZE YOUR COMPETITION. The next thing we must do is recognize our competition. Appliance dealers are losing volume to other types of outlets. Much of our attention has been on the discount houses. But while we have been worrying about this competition a lot of electric housewares' business has gone at list prices to department stores, hardware stores, jewelry stores, gift shops, auto supply stores and super markets. None of these are set up to properly demonstrate and service electric appliances. We can render a much better service to our customers than any of these type outlets.

How are we to get our rightful share of this business? First, it should be understood that the easier a product is to sell, the less it costs to sell it. Brand preference and a corresponding reduction in the number of lines needed to be carried is going to make the selling job easier. The public has a feeling of confidence in the performance of the known brands. Manufacturers' advertising is going to do more and more of the selling of electric housewares for us.

Many dealers are concentrating on the brands that are easiest to sell. Some have come to realize that there can be money made with volume and high turn over. During the period from 1941 to 1950, electric housewares had their greatest growth (over 500%) and in the decade ahead they are destined to have an even greater growth.

ONE SALES PERSON FOR HOUSEWARES.

An appliance dealer should have a separate sales person to sell electric housewares. Major appliance salesmen, working on a commission, are not interested enough in the sale of a small item. But to a person who has only electric housewares to sell and who participates in the profits of the department, it can be a profitable business.

After we have employed the right sales person, what then should we do to get our share of this business?

1. In buying—a concentration on brands, but with enough diversification in appliances to satisfy your customers.

2. In selling—proper training for the sales person and full use of factory demonstrations whenever possible.

3. Establish a traffic appliance center in a

prominent place in the store with traffic appliances segregated from other merchandise.

4. Arrange traffic appliance displays to attract attention and invite shopping. Keep the displays neat and clean and arrange to have some so that they can be demonstrated.

5. Keep traffic appliances constantly in your windows and tie in with all gift occasions. Electric housewares are beautiful as well as functional. Gift buyers are usually not discount buyers. They will buy luxury items for gifts that they would hesitate to buy for themselves.

Electric housewares offer a wide choice of gifts regardless of budgets. Don't forget that in addition to Christmas, we have Mother's Day, Father's Day, weddings, birthdays and anniversaries. Make gift wrappings available and start building a year around gift market.

6. Put price tags on items in the windows.

7. Tie in with NEMA and other national advertising promotions. Too few stores participate in these promotions.

8. If possible make terms available on electric housewares. Those stores who are set up to do their own financing do a lot of business in electric housewares by offering special terms of as low as \$1.00 down and small weekly payments. Here the utilities might cooperate by arranging to finance dealer's sales on the customer's electric bill, giving the dealer his full profit and charging the customer a small carrying charge.

9. Last but not least. A dealer selling electric housewares should service them. People buy these appliances for what they will do for them and not for what they are. In many cases it is cheaper to make adjustments and repair new electric housewares than to send them to the manufacturer. The book work and the transportation often cost more than the time involved in repairing them, not to mention the convenience to the customer. I have heard of a department store requiring as much as six weeks to effect a simple adjustment on a toaster that could have been done while the customer waited.

Electric housewares promotions can increase store traffic, develop prospects for major appliances, produce more new customers and contribute to a profitable operation. *End*

Wahoo!

3 Spectacular Promotions from the Norge Events Factory



Me grind'um out hottest
selling plans in industry!

Free Trucks,
Station Wagons,
Autos!

See the
stupendous
Circus
Give-Aways!

Play for prizes
against Jud Sayre
in Norge
National Open!

TAKE A LOOK 

**NORGE
Super Promotion
No. 1**

**With No Change in
Prices or lowering of
Mark-ups you can get—**

A Car for a Carload... A Truck for a Truckload



The hot events-maker of the industry is even hotter with this one! How would you like to see a brand new pick-up truck in front of your store...a new station-wagon or a new Sedan in front of your home? It's as easy as selling Norge products. Buy a truck-load and the truck is yours. Buy a carload and the car is yours. You'll be amazed how few units it takes...and how easily and quickly you can be a winner. And because "Dealer Profit is Our Most Important Product" this spectacular offer is made without changing prices or mark-up.

**Want a
Dodge Truck?**

How about a Plymouth Station Wagon ?



Even a Chrysler New Yorker !



Or Get All 3 - There's No Limit to the Deal !



Wahoo! NORGE Put'um
"Wheels" on Deals!

**FIND OUT HOW EASY IT IS
—SEE YOUR DISTRIBUTOR TODAY!**

And That's Only the Beginning —————▶

**NORGE
Super Promotion
No. 2**

\$42⁹⁵
VALUE

Life Size

NORGE Dealers Rock the Town with a

3-RING Whing-Ding!

Now youngsters can have the thrills and fun of a real circus—in their own back yard! This complete circus package includes a 9' x 9' Big Top plastic tent with all accessories; four colorful side show booths, games, 48 give-away prizes, instructions—and that's not all!

**\$42⁹⁵ Circus
Given Away!**

Balloons, flags, even a circus music record go with the deal! And you give any youngster a FREE "Ringmaster's Guide" that tells 'em how to be the P. T. Barnum of their neighborhood! It's a *giant* of a promotion, an 82-piece lallapalooza that creates traffic and excitement, makes a powerful store event and a potent sales-closer all at the same time.

**Full Scale
Promotion
Package!**

Here's a crowd-getter with built-in color and dozens of ways you can "take off" to increase traffic and sales in your store. It's backed up with sock-o dealer ad mats, banners, radio spots, a jam-packed display kit, even a give-away for store traffic. Contact your Norge Distributor now for full details on this history-making promotion!

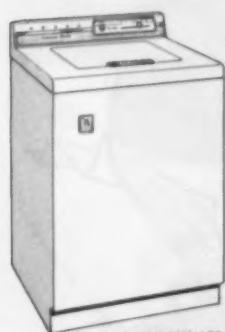


**Special
prices!
Special
features!**

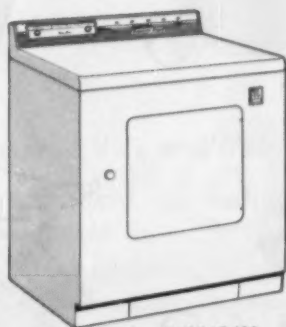
Full Mark-up because
Dealer Profit is our
most important
product



Circus given away with any NORGE appliance!



Model AW-450



Model AE-620



Model G-330-S



Model E-3020-SW



Model C2-13

You've seen promotions before, but never like this—with built-in excitement that makes dollars-and-sense! You don't have to beat the drums; the kids will do that for you, and their parents will beat a path to your door for these terrific Norge specials!

You're ready to put on a real show with savings of \$50—\$90—\$120...even a colossal \$130 on NORGE Circus Specials in every product category! Knock their hats off with gigantic trade-in offers and circus specials that win attention like a brass band!

Remember, you're offering NEW products with the big NORGE name—products people want even at the regular price! With this big, exciting circus promotion along with really profitable mark-ups, you'll have the best time of all at your own circus!

**And still it doesn't end...
here's more Sales Warpath stuff...**

NORGE
Super Promotion
No. 3

FORE!

Here Comes the NORGE NATIONAL OPEN!

TEE-OFF...IN THE MOST AMAZING—
MOST EXCITING—MOST ORIGINAL SALES
CONTEST IN APPLIANCE HISTORY!

GET A MATCHED
SET OF SAMMY
SNEAD CLUBS—
FREE!

Hundreds of complete sets of Sammy Snead clubs—four matched woods, six matched irons—to be awarded.

GET A BEAUTIFUL
AUTOGRAPHED
PUTTER—FREE!

Practically everybody can win a beautiful putter—autographed by Jud Sayre—almost by just entering.

EIGHT BIG
REGIONAL
TOURNEYS!

Ask your Norge distributor how you can qualify to play against Jud Sayre himself—in your own area.

DUFFER OR PRO—
EVERYBODY
WINS!

Whether your handicap is 3 or 30—whether you ever held a club in your hand—you have an equal chance!

TROPHIES—PRIZES—FUN—AND
PROFITS, TOO!

In addition to the clubs, there are handsome trophies and prizes to be won. We guarantee it—you'll have the time of your life.

Wahoo!

Duffer or Pro—
Here's heap big chance
to scalp 'um Jud Sayre!



Every
NORGE
dealer eligible
and automatically
entered...
See your Norge
Distributor
now!

Dealer profit is our most important product!

NORGE 

IT'S TOUGHER THAN
EVER SELLING AGAINST
THE '56 NORGE LINE!

NORGE SALES CORPORATION, Subsidiary of Berg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Ill. Canada: Addison's Ltd., Toronto

Champs with a new power punch!



These new Task-Force light- and medium-duty jobs pack the biggest power punch in Chevrolet truck history with a modern V8 for every model and an automatic drive for every series!

High-powered V8's and 6's!

V8's are standard in medium-duty L.C.F. models, available at extra cost in any other lightweight or middleweight model you choose. Here's modern short-stroke power for increased engine life and lower operating costs! New Task-Force valve-in-head sixes, rated tops for economy, are more powerful than ever!

Two work-saving automatic drives!

Revolutionary new Powermatic, with 6 fully automatic forward speeds, available for most middleweight truck models! And you can get Hydra-Matic in all truck models rated up through 1½ tons! Both extra-cost options. See your Chevrolet dealer for details. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

**CHEVROLET NEW CHEVROLET
TASK-FORCE TRUCKS**

Anything less is an old-fashioned truck!



BECAUSE...

"Spotless dishwashing" saves time—and busy **TIME**-readers want time-savers.

The alert, active women who are your best prospects are the kind of women who take to short cuts—

Short cuts for keeping up with the news, like **TIME** ...short cuts for housework, like **HOTPOINT** dishwashers.

And their **TIME**-reading husbands, who are accustomed to buying time-saving machines for business, will readily pay for time-savers at home.

* SEE PAGES 52, 53

They're in the news ...
They're advertised in



Quick easy way

to make pipe connections

FOR LAUNDRIES, DRIERS
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

ECONOMIC CURRENTS

How Will the Farm Problem Affect Appliances?

By the McGraw-Hill Dept. of Economics

THIS year farmers will attract an increasing amount of attention as we move into the heat of the political campaign. Much publicity has already been given to the plight of the farmer. But how badly off is the farmer? And how does he stack up as a market for appliance dealers?

Most attention has been given to the figures on net farm income, which has been declining since 1951. The figures show that between 1951 and 1955, net farm income—income after taxes—has dropped a whopping 28 percent. It dropped 10 percent between 1954 and 1955. And the indications are that it will decline another 5 percent in 1956.

In an election year these figures present a serious problem to an aspiring candidate—especially when almost all the other sectors of the economy are booming. But these over-all figures don't tell the whole story.

On an individual basis the farmer does not appear to be as badly off as the national net income figures indicate. For example, per capita income for the farmer in 1951 was \$977. By 1955 it had dropped to \$856, a decline of about 13 percent—compared with 28 percent for the over-all figure. This is because there are fewer farmers to share total farm income. And even though \$856 doesn't seem like a large amount, this figure does not include such things as the food which the farmer grows for his own use.

SOME FARMERS ARE BETTER OFF

Another fact which seldom is taken into account is that the buying power of farmers varies greatly from one region to another. Take the South Atlantic and East South Central states for example. These states actually showed an increase in net income between 1954 and 1955. And New England and the Pacific states showed a drop of only 2 percent during the period. Farmers in the East and West North Central and Mountain states suffered the most—their incomes declined over 20 percent.

FARMERS HAVE MORE LIQUID ASSETS

Nor is it taken into account that the over-all financial position of the farmer is relatively good. In 1955 farmers were in debt only to an amount equal to 11 percent of their total assets—compared with 19 percent in 1940 and 21 percent in 1930. In fact, their assets increased 6 percent between 1954 and 1955 and stood at a record level. In 1955 farmers as a group held enough liquid assets—cash, bank deposits, etc.—to pay off all their debts.

Of course, it's still true that there are too many farms producing too much. In spite of an increasing population, we are producing more than we can consume or sell. One reason is the development of more efficient machinery and better fertilizers. Another is that the export market, which was high during the war and postwar period, has fallen off because of the recovery in European agriculture.

The most serious problem is the group of 1.5-million farmers at
(Continued on page 46)



Good service makes good customers

Webb Manufacturing Co.
2918D N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ ranges ☐ radios ☐ air conditioners
☐ TV ☐ washers ☐ refrigerators

FIRM NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS
For Radio, HiFi, TV
and Air Conditioners
For major appliances use Slingabouts

ROBBINS & MYERS HAS THE DEAL!

IT'S A JET OFFER

with your choice of 3 ways to
POCKET EXTRA PROFIT!

HURRY!
OFFER ENDS
APRIL
30th

**FREE
3&4 PIECE
DISPLAY KITS**

**FREE
HIGH VELOCITY
FANS!**

These "samplers" with the
tryout that sells!



Permanent "Profit
Tree" display worth
\$12 (displays house-
wares off-season).



All-Purpose Fan
headboard display



Hassock Fan
handkerchief
display

Don't miss it!

"May Days are Fan Days"

National Window Display Contest

\$3,000 in U. S. Savings Bond Prizes

Write us for rules!



A demonstration really sells this new power-
house! It's so powerful, you'll feel its effect
30 feet away! Bounce its jet stream off the ceil-
ing, and coolness spreads to every corner! Show
how it blows air farther—up to 30 feet! Show
how it multiplies the cooling effect of a room air
conditioner!

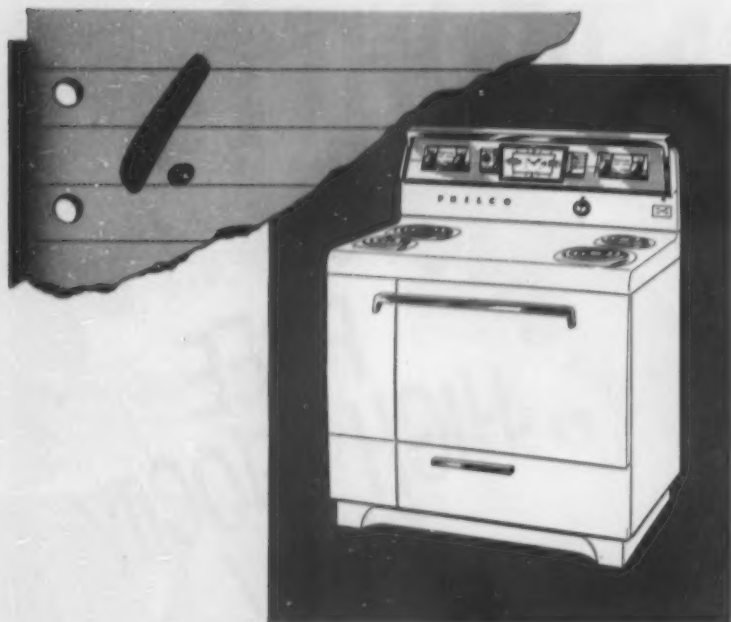
ROBBINS & MYERS FANS

Robbins & Myers, Inc., Fan Division EN-45
267 S. Front St., Memphis 2, Tenn.

Call Your  Distributor For Full Details!
Get Robbins & Myers Big Sales Edge—More Breeze Per Dollar!

Simple as 1-2-3

"PHILCO has the hottest line



ONLY PHILCO

Has an all-automatic with not one but 4 automatic self-regulating surface units!

Why try to sell a range with only *one* automatic unit when Philco provides *four*? And Philco's automatic units are *Self-Regulating*, truly automatic in every sense of the word, not just "halfway" automatic. This range is all-automatic in the *oven*, too . . . with Philco's amazing Roastmeter that lets the customer "DIAL" a perfect roast every time, and Philco's automatic Quickset Timer, the easiest Timer to understand and use. With these wonderful features and Philco's exclusive smokeless "Broil-Under-Glass", you can "go to town" with Philco's ALL-AUTOMATIC Range.

ONLY PHILCO has a range

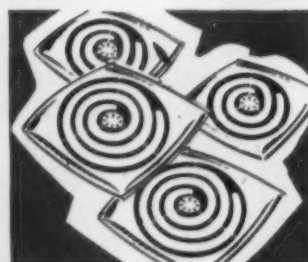
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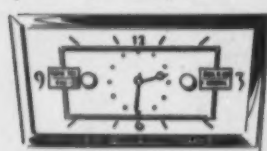
AUTOMATIC ROASTMETER for perfect roasts every time



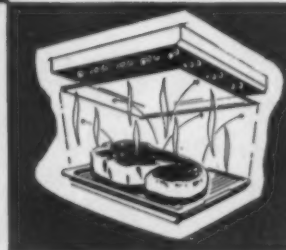
ROD-TYPE BAKING UNIT hinged for easy cleaning



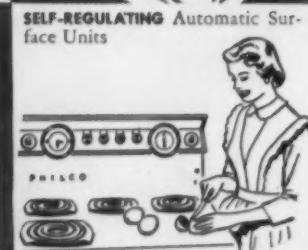
SELF-REGULATING Automatic Surface Units



QUICKSET TIMER—easiest to understand and use



"BROIL-UNDER-GLASS" for the only true smokeless broiling



"L" UNIT ARRANGEMENT doubles useful top space

PHILCO will tell this story to millions of housewives through *national advertising* in women's magazines throughout 1956 . . . because

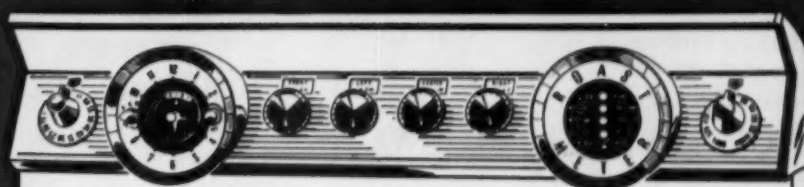
PHILCO means business

Three big reasons why...

in the range industry for '56!"

2.

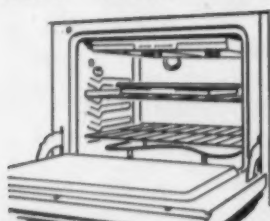
ONLY PHILCO has 30" ranges with STARFLIGHT STYLING!



the most advanced styling in the industry!

Here's the most beautiful range any woman ever looked at. With this range she'll be the envy of the neighborhood and she knows it. That means *easier sales, more sales* for you with these new 30" Philcos. And Philco has, not one, but **THREE** models to give you a good trading spread.

line with every feature buyers want!



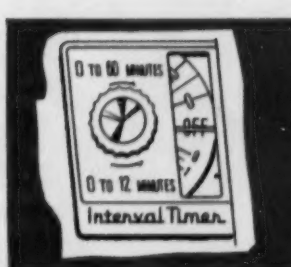
SUPER-WIDE OVEN—big enough to hold BOTH a ham and turkey



COOK-BY-COLOR CONTROLS can be seen from across the room



DIVIDED UNITS for oversize pans



ELECTRIC INTERVAL TIMER—times anything from 30 sec. to 60 min.



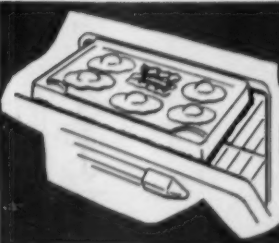
DEEP WELL COOKER lifts to become 4th surface unit



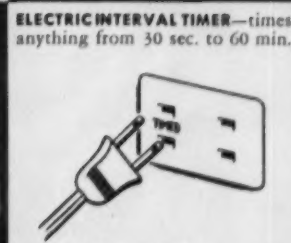
HIGH SPEED UNITS tilt up for easy cleaning



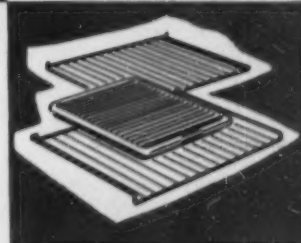
ABUNDANT STORAGE SPACE—drawers glide on silent Nylon rollers



JIFFY GRIDDLE—the perfect "short order" cook



TIMED APPLIANCE OUTLETS—ideal for "plug-ins"



DELUXE BROILER PAN with Chrome Reversible Rack

in electric ranges!

INQUIRIES SOLICITED from INDEPENDENT DISTRIBUTORS

who need a complete, modern line of
HOME LAUNDRY EQUIPMENT and SUB-
STANTIAL PROFITS ON REASONABLE
VOLUME

in some territories

VOSS is AVAILABLE

- 2 Fully Automatic Washers
- 2 Matching Dryers (Electric or Gas)
- 4 Superior Wringer Washers

VOSS is one of the oldest names in home
laundry equipment . . . 75 years . . . three quarters of a
century of manufacturing and selling high quality wash-
ers . . . and now, dryers.

FOR COMPLETE INFORMATION
WRITE, WIRE, OR 'PHONE
Les Green, Sales Manager

VOSS WASHER COMPANY KELLOGG, IOWA



Hotpoint
dishwashers
are advertised
in **TIME**

because . . .

*
"Spotless dishwashing"
is news—and **TIME** families
respond to news.

TIME readers turn to **TIME** for
the latest word on books and
ballet and business . . . schools
and sports and Salk vaccine . . .
prices and politics and new
products for better living.

They're the families in any
community who buy the latest
first—including the latest in ap-
pliances.

*SEE PAGE 32, 53

They're in the news . . .
They're advertised in



A Jewel of
MECHANICAL PERFECTION

Exclusive Shavitron Shredder. Umbrella
Slinger keeps motor dry at all times.
Quiet and vibrationless. Easy to install
easy to sell.

The Profit-Making
WasteMaster
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
NEW CASTLE, PA.
Please send literature on the
easy-to-sell WasteMaster.

Name _____
Address _____
City _____ State _____

the bottom of the income scale. They don't have enough money
or enough land to benefit from new machinery and more efficient
methods. This group distorts the over-all picture. And this is the
group that benefits least from high price supports because of their
small production. Just as in any business enterprise, it is easier
for the large producer to take advantage of opportunities to cut
production costs. As in the past, the best prospect for this low
income group continues to be to migrate to the city and more
attractive jobs.

Thus the majority of farmers are not as badly off as the figures
seem to indicate. But what does this mean in terms of a market
for appliances? In spite of the fact that people have been moving
off the farms, farmers still represent a sizeable proportion of our
population—over 13 percent of the total. In 1940, 23 percent of
the population lived on farms. But most of the decline has been
in small farms—those too small to produce at a profit.

And those who have stayed on the farm have experienced a
gradual improvement in their financial condition. For example,
in 1954 a larger proportion of farmers owned all or part of their
farms than at any time since 1880.

Along with the improvement in their financial position has
come an improvement in their living standards. Although nearly
one-half the farmers do not have a telephone, and over 40 percent
do not have running water, nearly every farm has electricity. More
than 4.4-million farms, or 93 percent of all farms, had electricity
in 1954, up from a little over 78 percent in 1950. Almost 4-million
farms have been wired for electricity since 1920.

THE FARMER CAN BUY APPLIANCES

This means not only that the farmer has the money to buy
appliances, but also that he is equipped to use them. And farmers
have a greater need for some types of appliances than city dwellers.
Home freezers are an excellent example of this. In 1950 only 12
percent of the farms had home freezers. By 1954 almost a third
of the farms had one.

Another example is the growth in sales of television sets to
farmers. In 1954 nearly a third of all farms had a TV set. Nearly
all of these were obtained since 1950. This, however, is still far
from the national picture where 2 out of 3 families own TV sets.
And it points to a large market for appliance dealers.

Thus the figures indicate that a major readjustment is taking
place among the farmers and will continue in the near future. It
will cause hardship for a number of individual farmers. But the
fact remains, the majority of farmers are not as badly off as the
figures seem to indicate. And this group is an inviting market to
the appliance dealer. End



"LUXURIES . . . LUXURIES! THE ONLY NECESSITY IN THE WHOLE WINDOW IS THAT
SHAVER!"

The "Who's Who" of the Housewares Industry

375 reasons why it will pay you to be in ATLANTIC CITY

Here they are—575 of the leading manufacturers of housewares and home appliances who will be in Atlantic City for the 25th National Housewares Manufacturers Exhibit.

They know it is good business to help you do more business. Their top executives will be on hand to show you exciting new

items and to tell you about their promotion and production plans for the coming months.

In no other way, and at no other place, can you see so much new merchandise and get so much business help in so short a time. This is the national meeting place of the housewares industry—arranged by the NHMA to give buyer and seller an unmatched opportunity to meet for business at the personal level.

The NHMA has only one interest—to serve the best interests of the buyers and manufacturers in the housewares industry.

25th National Housewares Manufacturers Exhibit JULY 9-13, 1956 ATLANTIC CITY AUDITORIUM

Ace Products Co.
Advance Cushion Corp.
Aids for Good Housekeeping
Aladdin Industries, Inc.
Allied Basket Co.
All Aluminum Products, Inc.
Allura Products Inc. (Div. of Blossom Mfg. Co., Inc.)
Aluminum Cooking Utensil Co., Inc.
Aluminum Goods Mfg. Co.
Aluminum Housewares Corp.
Aluminum Specialty Co.
American Casserole & Specialty Co., Inc.
American Sponge & Chemicals Co., Inc.
American Tack Co., Inc.
American Thermos Bottle Co., Inc.
The American Windshield & Specialty Co., Inc.
Amos Co., O.
Amos Shower Curtain Co., Inc.
Arlington Mfg. Co., Inc.
Armer Bronze & Silver Co., Inc.
Arnel-Plastron Inc.
Artiback Corp.
Artcraft Wire Works
Artform Carpet Co., Inc.
(Chemical Products Div.)
Artism Co., Inc.
Artiva Creations, Inc.
Arvin Industries, Inc.
Electronic & Appliances Div.
Arvin Industries, Inc.
Furniture & Housewares Div.
Asquith Associates, Inc.
Esmond Div.
Associated Steel Products Mfg. Co.
Atlantic Cabinet Corp.
Auerbach & Co., T. H.
Automatic Controls Corp.
Automatic Wire Goods Mfg. Co., Inc.
Autovra Co., Inc.
B. W. Molded Plastics
Babcock & Preuss
Representing:
Central States Industries
Filtrator Coffee Apparatus Co.
Universal Handi-Ware
Ballouff Metal Products Co.
Barler Metal Products, Inc.
Beacon Plastics Corp.
Beacon Wax Co., The
Beafoot Airway Corp.
Bak & Co., Inc.
Balkaire Enamel Co.
Benjamin & Medwin, Inc.
Bennett-Ireland Inc.
Better Houseware Co.
Big Bay Mfg. Co.
Bissell Carpet Sweeper Co.
Blisscraft of Hollywood
Black, J. & I.
Black & Co.
Representing:
Nelson Machine & Mfg. Co.
Virgo Mfg. Co.
Bloomfield Industries, Inc.
Blossom Mfg. Co., Inc.
Boagins, Inc.
Baker & Co., Inc. H.
Bonley Products Co.
Bonny Products Co.
Boonton Molding Co.
Borg-Erickson Corp., The
Bostwick Laboratories, Inc.
Branchell Co., The
Brenley Co., The
Briddell, Inc., Chas. D.

Bridgeport Brass Co.
Bromwell Wire Goods Co., The
Brown, Inc., John Clark
Bruce Co., E. L.
Buckeye Aluminum Co.
Div. Meridian Corp.
Burgess Vibracrafters, Inc.
Burlington Basket Co.
Burns Mfg. Co., Inc. The
Burroughs Mfg. Corp.
Busbaum Co., The
Cadie Chemical Products, Inc.
Cal-Dak Co., The
Camfield Mfg. Co.
Camora Co., The
Capital Products Co., The
Cardinal China Co.
Carlisle Mfg. Co., Inc.
Carlson Products, Inc.
Central States Paper & Bag Co.
Century Enterprises, Inc.
Century Plastic Products, Inc.
Certified Home Products
Chain Store Age
Chatham Glass Co.
Chattanooga Royal Co.
Chelsoo Products, Inc.
Chicago Electric Div. of the Silco
Chicago Metallic Mfg. Co.
Cincinnati Galvanizing Co., The
Circle Research Laboratories, Inc.
Clark Co., J. R., The
Club Aluminum Products Co.
Cohn-Hall-Marx Co.
Coles & Co., Inc.
College Mill, The
Color Craft Co.
Columbus Plastic Products, Inc.
Comfort Lines, Inc.
Continental Can Co.
Continental Scale Corp.
Cooper Thermometer Co., The
Copper Brite, Inc.
Corbin, Inc., R. K.
Corduan Mfg. Co.
Coring Glass Works
Cory Corp.
Coughlin Co., G. N.
Cromwell Silver Corp.
Damar Products, Inc.
Dapal Plastics, Inc.
Datam Co., Inc.
Davis Mfg. Co.
Dawson Corp., The
Dennis Mitchell Industries
Dept. Store Economist
Deshler Broom Factory, Inc.
Detecto Scales, Inc.
Dispensers, Inc.
Dominion Electric Corp.
Dor-File Mfg. Co.
Dormeyer Corp.
Dormeyer-Graham Co.
Douglas & Co., Inc., David
Dover Stamping Co.
Drason, N. E.
Dra (Diapenbrock & Reigers N. V.)
Druid Hill Park Seed Corp.
Du-Air Mfg. Co., The
Du-Bell Sales Corp.

Du-Fold Mfg. Co., The
Dupli-Color Products Co., Inc.
Du Pont de Nemours & Co., Inc.
E. I.
Duralust Corp.
Du-Wel Inc.
Eastern Metal Products Corp.
Easy Day Mfg. Co.
Edlund Co., Inc.
Ehrlich, Lou
Eko Products Co.
Electric Steam Radiator Corp.
Elm Jay Metal Products Co.
Emboe Metal Products, Inc.
Embrae Mfg. Co.
Emco Porcelain Enamel Co., Inc.
Empire Brushes, Inc.
Emson Products Corp.
Endust Corp., The
Englishtown Corp., The
Enterprise Aluminum Co., The
Everady Co.
Galco Products Co.
Farber, Inc., S. W.
Farber & Shlevin, Inc.
Federal Enameling & Stamping Co.
Federal Tool Corp.
Feemster Co., W. R.
Ferry-Marso Seed Co.
Filray Corp.
Firelight, Inc.
Fisher Plastics Co., Earl
Fletcher Enamel Co., The
Foley Mfg. Co.
FoodCo Appliances Corp.
Forman Family Inc.
Fresh'nd-Aire Co., Div. of Cory Corp.
G-H Specialty Co.
G-S Metal Products Co.
Gallatin Co., Inc. The
Garner & Co.
Gem, Inc.
General Electric Co., Housewares & Radio Receiver Division
General Slicing Machine Co., Inc.
General Textile Co.
Gauder, Paeschke & Frey Co.
Gibbler Household Products Co., Inc.
Gilson Mfg. Corp.
Gitsware Corp.
Glamorano, Inc.
Glamur Products, Inc.
Glaser, Leo
Globe Rubber Products Corp.
Glatite Corp.
Golden Star Polish Mfg. Co., Inc.
Golden Touch Products, Inc.
Gorham Co., The - Steger Division
Gotham Industries, Inc.
Gray Co., The
Griffith Laboratories, Inc. The
Griswold Mfg. Co.
Gustin-Kramer Co.
H & P House Furnishing Co., Inc. The
Haddon Products, Inc.

Hall China Co., The
Hamburg Brown Works
Hamilton Beach Co.
Div. Scavill Mfg. Co.
Hamilton Glass Co., Inc.
Hamilton Import Corp.
Hamilton Mfg. Corp.
Hamilton Metal Products Co.
Hampton Specialty Products, Inc.
Hancock Corp.
Hancock Mfg. Co.
Handy Andy Specialty Co., Inc.
Handy Things Mfg. Co.
Hankcraft Co.
Hardisty-Gutierrez, Inc.
Hardware Age
Harris Hub Co.
Harris Pine Mills
Hart Products
Harvall Mfg. Corp.
Harville Rose Service
Harwood Co., The
Heller & Sons, Morris
Heller-Hotter-Ware, Inc.
Hemco Plastics Div. of The Bryant Electric Co.
Herculean Appliance Co.
Herman's Novelty Mfg. Co.
Herald Products Co., Inc.
Hertsberg & Son, Inc. H.
Heyman Glass Co., Inc.
Hillside Metalware Co.
Hirsch Mfg. Co.
Hosmer Co., The
Household Mfg. Co.
Household Research Corp.
Houseware Sales Corp.
Representing:
Weir, Watkins Co.
Houseware Trading Corp.
Housewares Review
Howard Duffless Duster Div., La Pointe Electronics
Hawell Co., The
The Hull Cutlery Corp., John
Hull Silversmiths, John, Div. John Hull Cutlery Corp.
Hunter Metal Industries, Inc.
Hutzel Mfg. Co.
Hy-Plane Mfg. Co.
Ideal Rubber Products Co.
Imperial Knife Associated Cos., Inc.
Inland Mfg. Div., General Motors Corp.
International Molded Plastics, Inc.
International Old Burner Co.
International Silver Co., The
Iona Mfg. Co.
Ironore Co., The
Irvin Ware Co.
Jaxton Mfg. Corp.
Jeanette Glass Co., The
Jet-O-Mat, Inc.
Jiffy Enterprises, Inc.
Johnson & Son, Inc. S. C.
Johnston Corp., Gaston
KVP Co., The
Kamenstein, Inc., M.
Kamkap, Inc.
Kaplan & Sons, Inc., Joseph A.
Karnas Corp.
Karriff Originals, Ltd.
Kelllogg Brush Mfg. Co.
Kentley Corp.
Keystone Silver, Inc.
Kiddie Mfg. Co., Inc.
Kimberly-Clark Corp.
Kirby's Ltd.
KitchenAid Division, The
The Klaber Mfg. Co.
Kleinert Rubber Co., J. B.
Knapp & Vogt Mfg. Co.
Knapp Monarch Co.
Knickerbocker Metal Guild, Inc.
Kordite Co., Inc.
Kordite Co., Div. of Tactron American, Inc.
Kromex Industries, Inc.
La Belle Silver Co., Inc.
Lafayette Products Co.
Lakeland Mfg., Inc.
Landers, Frary & Clark
Laska Metal Products, Inc.
Lawson Co., F. H.
The Lator & Co., Geo. S.
Leisig Co., A.
Representing:
R. H. Lyons Co.
Leisig & Lippe, Inc.
Representing:
Eclipse Metal Mfg. Corp.
R. Greenspan & Co.
Levitz, Harry Corp.
Representing:
Eastern Frame & Mirror Co.
Harris Specialty Co., Inc.
Levy Sons, I.
Representing:
U. S. Mfg. Co., Inc.
Lewal Industries, Inc.
Lewis Steel Products Corp.
Liberty Electric Co.
Lifetime Cutlery Corp.
Lincoln Metal Products Corp.
Lindavox Inc.
Lisk-Savory Corp.
Loeb, Inc. Ben S.
Representing:
American Family Scale Co.
Hobson & Batts Co.
Martin Stave & Range Co.
Riverside Foundry Co.
The Wall Pattern Co.
Stowars, Inc.
Loma Plastics, Inc.
Loral Electronics Corp.
Lorch & Co., Inc., H.
Loramon Co.
Luce Mfg. Co.
Lux Clock Mfg. Co., Inc., The
McGraw Electric Co., (Bersted, Manning Bowman and Lanergan Divisions)
Maggie Magnetic, Inc.
Magical Corp.
Majia Products
Majestic Silver Co.
Make It Snow, Inc.
Mallory Plastics, Inc., P. R.
Mapco Corp.
Marlon Mfg. Co., The
Marshall Mfg. Co., The

Martin Rubber Co., Inc.
Mason Can Co.
Mastercrafters Clock & Radio Co.
Master Mfg. Co.
Master Metal Products, Inc.
Master Mfg. Co.
Mayer Co., Inc., William F.
Maynard Mfg. Co.
Maywood Furniture Co., Inc.
Meltzer, Inc.
Merit Creations, Inc.
Merit Enterprises, Inc.
Metal Box Co. Overseas Ltd., The
Metacraft Mfg. Corp.
Metaloid Co., The
Metal Ware Corp., The
Metropolitan Wire Goods Corp.
Meyer of California, Fred
Meyer & Sons, Inc., W. F.
Milwaukee File Co.
Modern Carpet Sweeper Co., Inc.
Medglin Co., Inc.
Monitor Equipment Corp.
Mouli Mfg. Corp.
Munising Wood Products Co., Inc.
Mystik Adhesive Products
N. Y. Standard Mfg. Co., Inc.
Nappe-Smith Mfg. Co.
National Brush Co.
National Can Corp.
National Food Slicing Machine Co., Inc.
National Pottery
National Presto Industries, Inc.
National Products, Inc.
National Silver Co., Inc.
Navco Wood Products Co., Inc.
New England Map Co.
New Haven Clock and Watch Co.
The
New Line Products, Inc.
Nicro Steel Products Co., Div. of Cory Corp.
Nema Lites, Inc.
Norris-Thermador Corp.
Northern Electric Co.
Nation Accessories Mfrs.
Nu-Color Corp. of America
NuTone, Inc.
Nylen Corp.
Nyco Products (New York Lumber & Panel Co.)
O-Cedar Div. of American-Marietta Co.
O-Cal-O, Div. of General Mills, Inc.
Onaida Ltd.
Orman Co., Leonard, The
Oxow Products Co., Inc.
Oster Mfg. Co., John
Ox Fibra Brush Co., Inc.
Oxford Metal Spinning Co., Inc.
P. & R. Mfg. Co.
Palace Metal Products, Inc.
Para Mfg. Co., Inc.
Paragon Electric Co.
Parker-Gaines
Parker Metal Decorating Co.
Patent Novelty Co.
Pearl-Wick Corp.
Pearless Mfg. Corp.
Pennant Corp.
Perrin Metal Specialty Co.
Personal Products Corp.
Peters Stamping Co.
Pfalzgraff Pottery, The
Phelix Corp. - Accessory Division
Phoenix Table Mat Co.
Plus-Tex Corp., The
Plastic Metal Mfg. Co.
Plastics Consolidated Industries
Plastics Mfg. Co.
Plastone Co., Inc.
Plastro Corp.
Plaut & Lederman
Polaron Products, Inc.
Pomerantz, Inc., Julie
Portable Electric Tools, Inc.
Postley, Inc., John E.
Precision Mfg. Co.
Premier Mfg. Co.
Pressing Supply Co.
Pretty Products, Inc.
Prizer-Printer Stove Works, Inc.
The Proctor Electric Co.
Progress Mfg. Co., Inc.
Progress Co., Inc.
Prufan Plastics, Pro-phy-lic-lic Brush Co.
Quaker Stretcher Co.
Quality Molding Co.
Quality Products Mfg. Co., Inc.
Raber Mfg. Corp., The
Ransburg Co., Inc., Harper J.
Ransom Brush Co.
Redman Sons & Co., W. C.
Reed & Barton
Regal Ware, Inc.
Regent Cutlery Co.
Reliable Metal Novelty Co., Inc.
Reubens Molding Corp.
Retailing Daily
Revere Copper & Brass Inc.
Roma Mfg. Co. Div.
Rhodes, Inc., M. H.
Richmond Cedar Works Mfg. Corp.
Rival Mfg. Co.
Roberts Colonial House
Robeson Cutlery Co., Inc.
Robeson Rochester Industries, Inc.
Robinson Knife Co. of Springfield, N. Y.
Robinson Sponges Co., Inc.
Rochester Can Co., Inc.
Rogers Plastic Corp.
Roma Plastic Corp.
Rosenberg Bros. & Co.
Rosa-Broil Corp. of America
Royal Chrome Housewares, Inc.
Royal Rubber & Mfg. Co.
Ruban, Inc.
Rustic Crafts Co., Inc., The

S & F Co.
Sabino, Antonio T.
Safeguard Corp.
Salmonson & Co., Inc.
Salton Mfg. Co., Inc.
Sanitary Receiver Co., Inc.
Sani-Wax Co.
Sanja Utility Mfg. Co., Inc.
Savara, Vincent A.
Schiller & Amos, Inc.
Representing:
J. K. Adams Co.
Hasty-Sake Mfg. Co.
The Holman Co.
Superior Paper Prod. Co., Inc.
Jack Wing & Co.
Scranton Showers, Div. of The Scranton Leco Co.
Seal Sat, Inc.
Seasides Clock Co., The
Seth Thomas Clocks
Seymour Tool & Engineering Co.
Sheridan Silver Co., Inc.
Sherwin-Williams Co., The
Sherland Co., Inc.
Signal Electric Div. of King-Sealey Corp.
Silco Co., The
Silver Chamberlain Co.
Sinclair Industries, Inc.
Skot Metal Products, Inc.
Son-Chief Electronics, Inc.
Southern Fabricators Corp.
Squawling Industries, Inc.
Special Products Co.
Specialty Steel & Wire Products Corp.
Specs-division, Specialty Sheet Metal Mfg. Corp.
Sperli-Parady Inc.
Cooper Hewitt Electric Div.
Stainless Ware Co. of America
Stafford & Sons, Inc., John C.
Standard Products, Div. of J. F. D. Mfg. Co., Inc.
Stanley-Oliver Mfg. Co., The
Star Line Cabinet Co.
Starnes, Inc., Walter
Steam-O-Matic Corp.
Stellard Products, Inc.
Stern, A. W.
Representing:
Atlantic Tubing & Rubber Co.
Micro-Moisture Controls
Pearless Products
Stern-Brown, Inc.
Stetson China Co.
Stix Products, Inc.
Superior Electric Products Corp.
Superior Plastics, Inc.
Supreme Products, Inc.
Swadon Speed Juicer Corp.
Swing-A-Way Mfg. Co.
Tapiin Mfg. Corp.
Taylor Instrument Companies
Teacoma Products, Inc.
Textile Mills Co.
Thomas Co., Inc. The
Thompson Corp., George S., The
Thurnauer Co., Inc., G. M.
Tian Corp.
Tip Top Brush Co., Inc.
Titan Mfg. Co., Inc.
Toamaster Products Div., McGraw Electric Co.
Tolado Gull Products, Inc.
Transparent Specialties Corp.
Transton Ware
Triculator Mfg. Co.
Trimble, Inc.
Tris Mills Mfg. Corp.
Tri-State Plastic Molding Co., Inc.
Turner & Seymour Mfg. Co., The
Ullman Co., Inc., The
United Steel Products Co.
United Plastic Corp.
United States Electric Mfg. Corp.
United Wire Goods Mfg. Co., Inc.
Ulrich Cutlery Co.
Vermillion Co., Inc., W. R.
Victory Products Corp.
Victory Mfg. Corp.
Viking Spona Corp.
Vivites Corp.
Vogue Mfg. Co.
Vollman & Sons, Inc., S.
Vollrath Co., The
Voost Co., The
Wagner Mfg. Co., The
Wagner Mfg. Co., E. R.
Wallace Products, Inc.
Wallace & Sons Mfg. Co., R.
Warner Products Corp.
Washburn Co., The
Washington Forge, Inc.
Washington Steel Products, Inc.
Weber Bros. Metal Works
Wealite Co.
Weiss & Klau
Welch Co., W. W.
Welmold Products, Inc.
Werner Co., Inc., R. D.
West Bend Aluminum Co.
Westchester Brickade Products Co., Inc.
Westclox, Division of General Time Corp.
Western Woods, Inc.
Westinghouse Electric Corp.
White Studios
Wickford Products
Williams Cutlery, Inc.
Wilmar Products Corp.
Wilshire Mfg. Co.
Wilson Specialties Co., Inc.
Wise & Sons Co., J.
Wolfe of Shabogon
Wolff Products Co.
Woodward Woodware (Div. Burr-Struett, Inc.)
Wooler Rubber Co., The
Worldbest Industries, Inc.
Zachman & Co.
Zenith Metal Products Co.
Zim Mfg. Co.

There is No Substitute
for the National Housewares Exhibit

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS



Lewyt Uses Outdoor

A



Outdoor Advertising

Poster designed by Hicks and Greist, Inc.

Advertising for more "See-Power"

ALEX LEWYT, *President*
Lewyt Corporation, says:

"We believe Lewyt 24-sheet posters, as much as any other one factor, have helped make Lewyt one of the top vacuum cleaners in just 8 years. For example, in Canada our sales increased 40% the first year we added outdoor posters. We're sold on them as a vital part of our program."

"SEE-POWER" GIVES YOU SALES POWER

The more your advertising is seen the more you'll sell. T.A.B.* figures show that in a typical market 93% of people SEE OUTDOOR—Average person sees it 22 times per month. POLITZ figures show that average exposure to pedestrian is 64 seconds—to motorists, 21 seconds. Circulation cost is only 15c per 1000 in average national campaign.

*Traffic Audit Bureau



OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42nd STREET, NEW YORK 17, N. Y.

ATLANTA • BOSTON • CHICAGO • DETROIT • HOUSTON • LOS ANGELES
PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE

Put your Advertising Outdoors and Watch America Go Buy!

Copyright 1956 Outdoor Advertising Inc.



FORECAST:
Showers (of gifts)
followed by

A Season of Brides,
Grooms and Grads

BETTER PHONE GRAYBAR NOW!

Sales will reach their mid-year peak as folks shop for gifts for the new bride, groom or graduate. And only quality will do for these festive occasions. They want to give — and get — brand name appliances that are known and respected.

That's why we say . . . better phone Graybar now. For Graybar is your most convenient, single, source for the best lines of electric housewares. Sunbeam, Universal, GE-Telechron, Toastmaster, Altec, and ILG are some of the nationally advertised products available.

Ask a Graybar salesman to call on you. He can not only provide complete product and price information but can suggest ways to build store traffic and create selling displays and promotions. Don't hesitate — better phone Graybar now!

629-64

Your customers want the popular appliances . . .

recommended by
Graybar

GRAYBAR ELECTRIC CO., INC.
420 Lexington Avenue, New York 17, N. Y.

IN OVER 130 PRINCIPAL CITIES



THERE'S SOMETHING *New*
ABOUT THE OLD GRIND!

and really...
it's terrific!

It's Electric >
It's Powerful >
It's Brand New >

Oster

ELECTRIC
MEAT GRINDER

The first of its kind for home use
...Powerful and Practical

A completely self-contained unit . . . Lasts a life-time . . . No clamping down . . . No vibration. Grinds everything from the toughest raw meats and the hardest nuts, to dried breads and crackers. No shredding or mulching — even when fed by the hopper-full it grinds cleanly and easily. With Large Feeding Platform, Big Grinding Hopper, Convenient On-Off Switch, Hard Wood Pusher, Recipe-Instruction Book and Smart, Modern Styling.

Every family is a Prospect! Retail for only **\$49.95**

GRINDS AS
FAST AS
YOU CAN
FEED IT!



Added use with the
Ice Crusher Head

It's quick and easy to attach — utilizes the grinder power unit. Crushes ice to nine different sizes for any and all household needs.

A Real Profit-Maker
Only **\$10.00** Retail



It's Another Great Product Created by

John Oster

MANUFACTURING CO.

DEPT. F, 5047 N. LYDELL AVE., MILWAUKEE 17, WIS., U.S.A.

USE-TESTED

"we used it and we like it!"



Your Customers **WANT** **Hotpoint** Dishwashers



- NEW 24-INCH WIDTH
- NEW PUSHBUTTON EASE
- SERVICE-FOR-8 RACKS
- ROLL OUT SEPARATELY

Available in 5

COLORTONES

Sunburst Yellow, Coral
Pink, Meadow Green, Sea-
foam Blue and Woodland
Brown as well as White

COPPERTONE

or

CUSTOMLINE

Satin-Chrome Finish

Your customers want Hotpoint because they know and trust the name. They want Hotpoint Dishwashers because friends who have them in their homes are well satisfied with them. They want Hotpoint Dishwashers because they have been pre-sold on them by television advertising month after month and know *why* they are the best. They want Hotpoint Dishwashers that they have been pre-sold on through advertisements in the nation's leading magazines. They want the Dishwasher that is so often selected by the foremost magazines for special editorial features.

Your best prospective customers realize how important dishwashers are in making any home more modern, more convenient, more liveable . . . and more of them are being *pre-sold* on Hotpoint Dishwashers every day through consistent Hotpoint advertising. **Hotpoint is the only Automatic Dishwasher recommended by one of the leading consumer research organizations in the last four years!**

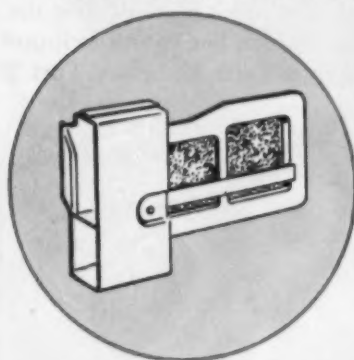
Learn how Hotpoint outwashes all other dishwashers and helps you sell more complete kitchens. Contact your Hotpoint Distributor *today!*

**Hotpoint Dishwashers Are In The News. They Are Advertised
In Full Color In The March 26 and April 23 Issues of TIME.**

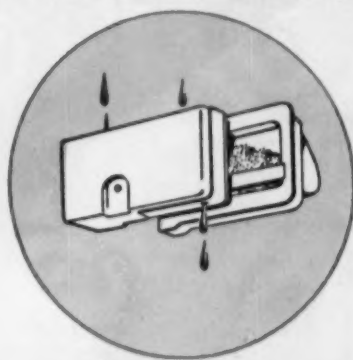
EXCLUSIVE NEW HOTPOINT *Spot-Less* DISHWASHING OUTMODES ALL OTHER METHODS!

DISHES SPARKLE... GLASSES GLEAM... SILVER GLISTENS...
THE RESULT OF THE COMBINATION OF 2 EXCLUSIVE HOTPOINT FEATURES

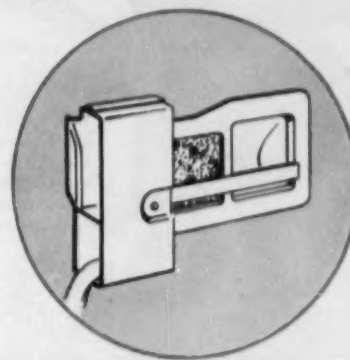
TWO COMPLETE 5-MINUTE WASHES with fresh detergent each time



Detergent Goes into Both Cups of Hotpoint's automatic dual-detergent dispenser, located on the inside of the door. Then the cover is cocked to seal off one of the cups.

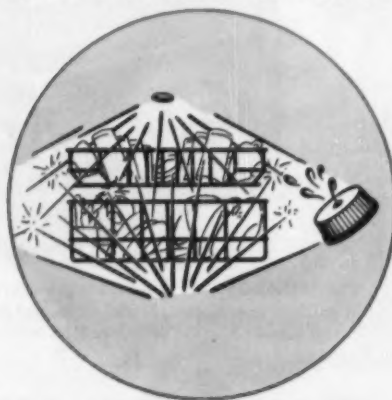


First Detergent Wash: Following the automatic pre-rinse, the detergent in the right cup mixes with the swirling hot water for the first five-minute wash.



Second Detergent Wash: After the first wash-water drains away, the cover flips down automatically, exposing fresh detergent for the second complete wash.

TWO THOROUGH RINSES with super wetting agent in final *Spot-Less* rinse



Super Wetting Agent, "Rinse-Dry", is automatically injected into the final rinse water. Water can't form drops, can't dry as spots on dishes, glasses or silver.



Compare the Results: The "clean" glass, left, was rinsed in plain water in an ordinary dishwasher. Glass at right was rinsed the Hotpoint *Spot-Less* way.



Spot-Less Drying . . . the automatic result of *Spot-Less* Washing and *Spot-Less* Rinsing followed by sanitary drying in pure, electrically-heated air.

look to **Hotpoint** for the finest-first!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

Capehart

brings
you

the Pick of the Portables!

Look over any line of portables . . . from any manufacturer. Then look at Capehart. Here are *four* models that meet *all* the demand for this fast-selling, big-profit market. With Capehart you meet any request with the smallest possible inventory . . . you save because your stock is small! Get the full details on portables. See your distributor or write Capehart-Farnsworth Company, Fort Wayne 1, Ind.

Full-wave "INTERNATIONAL" meets all the demands of the most discriminating tastes. 8 bands receive standard, short wave, marine, aviation, police, weather and amateur transmissions. Model 88P66 in two-tone brown and tan leatherette.



Popular personal portable makes an entertaining companion at beach or picnic. Model 1P55, Plastic cabinet in Burgundy, Surf Green, Sun Tan or Coral.



The "TOMBOY" 3-way portable goes anywhere in its shatterproof case. Model 2P56, sturdy steel case in rust-proof Charcoal or Silver Mist finish.



3-Speed portable phonograph for the record enthusiast on the fly. It's the life of any party! Model 42TP36BNL in Brown-and-White tweed case with saddle tan trim. AC only.

COMING!

The first
FULL POWER, FULL SIZE
ALL TRANSISTOR RADIO
... from Capehart!

Capehart
ITT

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana
A Division of International Telephone and Telegraph Corporation

Only Dormeyer Drill Kits offer you All These Advantages!



Drill Kit #310 with 1/4" Drill, Saw Attachment, accessories lists \$29.95

Bigger profit margins! Lower list prices!

More accessories! Professional quality throughout!

Four different kits from \$24⁹⁵ to \$34⁹⁵!

No other line today offers you such a combination of exclusive features for fast sales... easier sales... more profitable sales!

Only Dormeyer Drill Kits have a safe, easily attached saw accessory. Only Dormeyer Drills have exclusive Armature Loks for easier, faster bit changes. Only Dormeyer offers ball bearing construction and geared chucks at such low prices. Only Dormeyer gives you liberal... uniform discounts.

For a complete catalog of Dormeyer Power Tools, call your distributor or write to Dormeyer.



**Perry Como NBC-TV
Show backs you up!**

On Saturday nights, Dormeyer demonstrates... sells... promotes its appliances and power tools on the top-rating Como Show to a huge television audience of more than 10,000,000 homes! Here's advertising the way you like it! Here's selling right on your retail level!

Dormeyer

DORMEYER CORPORATION • POWER TOOL DIVISION • CHICAGO 10, ILL.



MARVIN ALLESEE
Vice President and
Director of Sales

"Here's why **DORMEYER** **GIVE YOU FOUR**



NEW POP-UP TOASTER. Toasts according to moisture content of bread—makes much better toast. Shockproof exclusive. Model 6300 **\$19.95**

HURRI-HOT ELECTRI-CUP. Only electric cup promoted and sold for dozens of different uses! Model 6700 **\$14.95**

4-10 CUP COFFEE-WELL. Automatic coffee maker with famous Dormeyer warm-brew controls. Model 6901 **\$19.95**


"It happens to nearly all our dealers! When a customer buys any one of the Dormeyer breakfast appliances, she invariably wants the other three. If she doesn't buy them then and there, she makes a mental note to get them as soon as she can. Because, for beauty . . . price . . . and quality performance . . . no other appliances can compare with Dormeyer!"

It's the fastest selling line in the field today!

All of Dormeyer's selling effort goes into the merchandising, promoting and selling of kitchen appliances. This is our *specialty*—and we push it for faster dealer turnovers . . . bigger profits!

All Dormeyer appliances are factory guaranteed.

DORMEYER


DORMEYER CORPORATION
CHICAGO 10, ILLINOIS

Breakfast APPLIANCES

SALES *instead of One!"*



FAMOUS FRENCH-FRY SKILLET.

Only skillet you sell complete with cover and fry basket at one low price.

Model 6400 \$19.95

It's not enough to make the finest line of kitchen appliances! It's not enough to guarantee every appliance and to stand behind that guarantee. It also takes good hard selling. Consistent, aggressive advertising! And Dormeyer is backing you up with plenty of it!

More than 30,000,000 people watch Dormeyer's Perry Como TV Show Saturday nights! And thousands of those people are right in your city! That's impact! That's selling right on your retail level! And you just can't miss on the big new volume sales . . . because TV is a fabulous medium for building heavy customer traffic.

CASH IN NOW on the hottest of all kitchen appliances . . . and on this big advertising "sales push." Call your Dormeyer distributor today. Have him tell you about the big profit story and liberal discount margins on all Dormeyer appliances.



**A nationally
televised LEADER!**

The Perry Como June Bride Special

On the top-rated Perry Como TV Show . . . Dormeyer demonstrates . . . sells . . . promotes the new stainless steel Coffee-Maker to over 10,000,000 families! Priced far below any other similar model on the market, this beautiful appliance is going to be the hottest retail item in the business!

Order from your Dormeyer distributor now . . . and cash in on this money-making Perry Como Special. It's a natural!



COFFEE-MAKER

All stainless steel

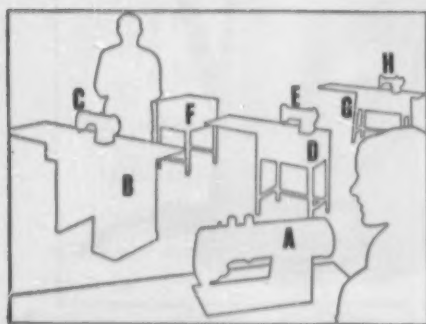
Model 16

\$29.95

Remember! Dormeyer makes more mixers . . . sells more mixers than any other maker



Sew easiest/sell easiest with a White!



SELL EASIEST/EARN MORE with White Sewing Machines (A) 666 Automatic Rotary, (B) 17 desk, (C) 651 Zig Zag Automatic, (D) 110 walnut console, (E) 277 Rotary De Luxe, (F) 21 modern console, (G) 117 maple cabinet, (H) 243 Standard.

Protected . . . exclusive franchise builds security for the future

Actually try one yourself! You'll see why a WHITE Automatic Rotary is *easiest* to use . . . and, therefore, *easiest to sell*. This is the *lowest cost* automatic zig zag machine available from a long-experienced American manufacturer. When you handle it, you enjoy the longest *profit margin* of any. Plus a *protected . . . exclusive franchise*!

In addition, you are supported by the most spectacular advertising and merchandising campaigns we've ever had.

Over 20 million women (readers of LIFE, GOOD HOUSEKEEPING, LADIES' HOME JOURNAL, PARENTS' MAGAZINE and SEVENTEEN) are seeing unique, hard-selling WHITE ads through the year. (Full color, too.)

In your store, many unusually effective merchandising aids help them decide on a WHITE. (And, help you sell it!)

When can you talk with us? We're ready, right now, to assign new sales territories for the famous WHITE line. (Some shown above.) You know the WHITE name. So do your customers. And, they'll know even more about it this year.

Take a few minutes to find out about our proposition. Write, wire, or call us. We'll show you a machine and a price that can't be matched. WHITE SEWING MACHINE CORPORATION, Cleveland 11, Ohio. In Canada, the White Sewing Machine Products, Ltd., 602 King St. W., Toronto, Ontario.

WHITE *sewing*

SINCE 1876 *machines*



Introducing the new champion . . .

RCA BATTERIES FOR TRANSISTORIZED RADIOS

Yes, the transistorized radio receiver is here to stay, and that means extra "transistor" battery business for you. Folks like the new transistorized receivers because of their compact size, perfect portability and economical use of battery power. They'll be taking these receivers everywhere. Be ready to fill "transistor" battery needs. Only a few battery types to stock to fill virtually all of your requirements; very little display space needed. In addition, RCA has a comprehensive line of batteries for all your portable needs. And remember, the famous RCA name on a battery means a battery practically pre-sold.



RADIO BATTERIES
RADIO CORPORATION OF AMERICA



Look to the point

*the
Sensational*

Big-Bin

NOW! IN THE POPULAR

Hotpoint TWO-door REFRIGERATOR-FREEZER!

Just Open the Door—For the Most Convincing Sales Story You Ever Told!

- It's Big . . . It's Different . . . It Brings the Food to You.
- The SWING-OUT BOTTLE STORAGE holds eight 1/2 gallons of milk with space to spare.
- It's available in five Hotpoint Colortones and Classic White.
- Two SEPARATE COOLING SYSTEMS provide a 91-pound true food freezer and a large ideal-humidity refrigerator.
- The SWING-OUT VEGETABLE CRISPER, easily removed for filling or cleaning, holds and displays 2/3 bushel of fruits and vegetables with sealed in freshness.

The Hotpoint BIG-BIN is being pre-sold to your trade with a hard-hitting merchandising campaign . . .

...and it's on
ROLLERS!

This is *another* Hotpoint
exclusive that really
MOVES refrigerators

—toe lever locks rollers
when not in use

- On ABC's Top-Ten-Rated TV Show "The Adventures of Ozzie and Harriet" May 18, June 1 and June 15
- In Sunday Supplements THIS WEEK, AMERICAN WEEKLY and PARADE Full Color Pages in 117 Local Papers—May—June—and July

- In National Magazines
LIFE—4-Color Spreads—May 7 and July 2
4-Color Page—June 4
LOOK—4-Color Spread—June 19
4-Color Pages—May 26 and July 17
BETTER HOMES & GARDENS—2-Color Pages—May and July

Plus

Other Magazines, Liberal Co-op Advertising, Timely Promotions and a Smashing Local Merchandising Program Tailor-Made For You!

If you're interested in a bigger share of the Refrigerator market, have your Hotpoint distributor give you the full story on how the Hotpoint BIG-BIN is obsoleting old-fashioned, conventional refrigerators. Investigate his liberal finance plan . . . helps you buy . . . helps you sell!

ATTENTION: APPLIANCE DEALERS!



Cascade's high-powered advertising is helping you **SELL MORE DISHWASHERS!**

The greatest ad campaign in the history of dishwashers!

Month after month . . . Full-Color Ads keep selling millions on the advantages of owning a dishwasher!

It's sensational! Yes, a tremendous Cascade advertising campaign is building up millions of prospective buyers for automatic dishwashers! That's right . . . in your own market area you'll find loads of lively new prospects, ready to be turned into buyers!

Here's the way it works: Cascade is running the greatest advertising campaign in the history of the dishwasher industry . . . full-page, full-color ads, month after month in the multi-million circulation magazines illustrated here! These ads feature the machines of many leading manufacturers. And you can make this tremendous advertising work

for you . . . by tying it in with your local activities and store promotions.

Remember, the machines you sell—regardless of make—deliver peak performance when Cascade is used. Yes, cleaning results—and new safety—that were never before possible. And it's because Cascade, and *only* Cascade, has a remarkable new formula. It's amazing! It's revolutionary! *No more spots! No more annoying safety problems!* That's why Cascade means a big increase in consumer satisfaction with automatic dishwashers . . . the kind that spreads good will and pre-sells prospective buyers!



. . . and Procter & Gamble's CASCADE is helping you build traffic and close sales in many other ways, too!

If you really want to boost your dishwasher sales, Cascade has many ways to help you! Here are a few examples: special discount plan on Cascade . . . colorful store material . . . your own use of a remarkable new publicity film on

dishwashers! Cascade's program is worked out for you in every detail.

For full information see your Cascade representative, or write to Procter & Gamble, Box 32, Cincinnati 1, Ohio.

Cascade is recommended by every leading manufacturer of Automatic Dishwashers!

AMERICAN KITCHENS



APEX

CROSLY



GENERAL ELECTRIC

HOTPOINT



JAMES

KENMORE



KITCHEN AID

WESTINGHOUSE



YOUNGSTOWN

—and more!

Dealers will end up the season this year
With profits piled high from the fans you see here...
What's more they'll find marketing Diehl's is so easy...
Folks go for the way Diehl's make life cool and breezy!
Yes, there's beauty and service built in at the start,
For making fans best is Diehl's special art!

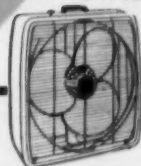
Target: more fan sales...

you'll bull's-eye

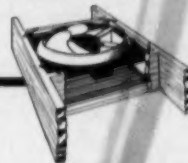
with **DIEHL'S** unbeatable 1956 Fan Fair Campaign

Roll out the big guns! Strike up the band!
Here are the models... the campaign... the sales
helps you need to make '56 your biggest fan year ever!

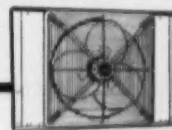
3 NEW MODELS! guaranteed for five years.



New Portable 3-Way
Ventilator!
Popular price...
beautifully designed!



New "Do-It-Yourself"
24" "Pancake" Direct Drive
Attic Ventilator!



New 20"
Electrically Reversible
Window-Type Ventilator!

NO NEED TO LOOK FURTHER!

DIEHL'S '56 FAN LINE IS SO COMPLETE, SO BROAD,
YOU CAN OFFER MODELS OF ANY SIZE
OR STYLE TO MEET EVERY NEED!

DESK AND BRACKET FANS • WINDOW VENTILATORS • ATTIC VENTILATORS
AIR CIRCULATORS • PEDESTAL FANS

BIG-LEAGUE NATIONAL ADVERTISING



... in Life, Better Homes and Gardens, and other top magazines.

COOPERATIVE LOCAL ADVERTISING



... NEWSPAPER ADS



... TVI



... RADIO

PRODUCT LITERATURE AND DISPLAY MATERIAL GALORE



... posters... streamers...
booklets... catalogs...
display stands!

Made by



Electrical Division of
THE SINGER MANUFACTURING COMPANY
Makers of the world-famous SINGER SEWING MACHINES

DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING COMPANY
Finderne Plant, SOMERVILLE, NEW JERSEY

ATLANTA • BALTIMORE • CHARLOTTE, N. C. • CHICAGO • CINCINNATI • DETROIT • MILWAUKEE • NEEDHAM, MASS. • NEW YORK • PHILADELPHIA • PITTSBURGH

The Year Advertising Helped

IN 1954 we had a business recession in the United States. Sales fell about 4% during the year. If management had followed the historic pattern of business ups and downs, advertising volume would have fallen much further.

But in 1954 the volume of advertising did not fall. It increased over 5%. Every effort was made to stimulate sales when sales were needed to sustain prosperity.

This was something entirely new under the sun. It had a powerful influence in making the recession of 1953-54 one of the mildest on record. It helped greatly to speed business on to the record-breaking levels it has attained today.

There are several reasons why America's business management attacked this decline in sales with more advertising. One of them grew out of the greatly strengthened position of the American consuming market. Consumers' income after taxes has been rising an average of over \$10 billion a year since 1946, and this rising income is more widely distributed than ever before. Furthermore, consumers have piled up reserves of about \$215 billion in cash or its

equivalent. These reserves offer a new and powerful inducement to increased selling and advertising effort even in the face of a possible decline in consumer income.

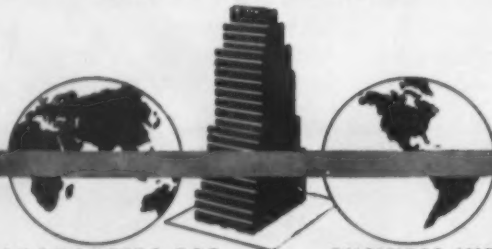
Taking the Longer View

However, the principal reason why a sales decline was attacked with increased advertising is management's new-found conviction that good advertising is essentially an investment in the development of a market. Successful development requires sustained investment. The inclination of business management to take this longer view, is, of course, motivated by the fact that the American market, with over 3 million consumers being added annually, is growing at a prodigious rate.

Ten years ago only a handful of companies had plans for investment in new producing facilities extending beyond the current year. Today almost all leading companies have investment programs running some years ahead. And keeping pace with these long-range business investment plans has been the development of sales and advertising programs to

McGraw-Hill

PUBLISHING COMPANY, INC.
330 West 42nd Street, New York 36, N. Y.



HEADQUARTERS FOR

BUSINESS INFORMATION

Kill a Business Recession

reach tomorrow's greatly expanded markets.

This crucial role of advertising in providing driving power for our economy is gaining greater recognition every day. In his recent book, "People of Plenty," Professor David M. Potter of Yale University remarked: "Advertising is not badly needed in an economy of scarcity, because total demand is usually equal to or in excess of total supply, and every producer can normally sell as much as he produces. It is when potential supply outstrips demand—that is, when abundance prevails—that advertising begins to fulfill a really essential economic function."

Advertising's Key Role

Today abundance so completely prevails in the United States that it has been conservatively estimated that as much as a third of everything offered for sale falls in the realm of "optional consumption." That is, consumers can "take it or leave it" without any immediate personal inconvenience. But if they decide to "leave it," a terrific economic depression will not be far behind. In such circumstances, advertising—in

which, in all of its forms, we are now investing about \$9.2 billion annually—clearly is of crucial importance to our continued prosperity.

In performing its key role in past years, American advertising never realized its full potential. It successfully promoted sales. But it never was called upon to promote an overall economic stability as a direct outgrowth of increased sales.

By successfully promoting both sales and economic stability, as it did in 1954, advertising surely has added new strength to the American economy. It has also added a great new and constructive dimension to advertising itself. This accomplishment gave great significance to the celebration of the first National Advertising Week in February, 1956.

One of the surest means of expanding your sales volume in today's \$150 billion *industrial* market is through dominant advertising in the publications directly serving your major customers and prospects.

McGraw-Hill's business and technical publications can give you quick access to the men who initiate, specify and approve the purchases of industrial products and services. Because all are leaders in their respective fields, you are assured a maximum return on your investment when you specify a McGraw-Hill publication to carry your advertising to your most important markets.

**"...heartily recommend it as a
definite aid to increase sales"**

says **A. A. DEMAREST**, Sales Manager, Stratton-Baldwin
Co., Inc., Admiral Distributor, New Orleans, La.

"Serving several thousand retailers in Admiral's 'deep South' area, we've found that **COMMERCIAL CREDIT PLAN** enables the dealer to handle a greater amount of merchandise without tying up his capital. The merchandising features of this plan mean 'plus' business for the wide-awake dealer. Because of its many advantages, we heartily recommend **COMMERCIAL CREDIT** as a definite aid to increase sales."

***Commercial Credit dealers
are successful dealers***

Write or call our nearest office for complete
information on the benefits of **COMMERCIAL
CREDIT PLAN**. Why not do it today?



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial
Credit Company, Baltimore . . . Capital and Surplus
over \$190,000,000 . . . offices in principal cities of the
United States and Canada.

It's been 10 years since the end of World War II . . .

Electric Housewares volume has more than doubled in that time . . .

A host of new products have appeared on the scene . . .

A distribution revolution has been sweeping the industry . . .

To put all these in their proper perspective we asked manufacturers . . .

"What's Happened to the Electric Housewares Industry?"

By TED WEBER, Jr

Today, it's a brand new industry

. . . no matter how you look at it. It's a bigger, broader, more aggressive and more impressive industry than it used to be. It actually bears only a faint resemblance to the industry we knew in 1946.

Look how it's grown in dollar volume.

In 1955 the industry (including fans) did more than a billion dollars worth of business for the first time in history. That's more than double the immediate-post-war total.

In line after line sales have jumped since 1946. Bed coverings, broilers, clocks, mixers, roasters, shavers—all have registered increases since 1946. Some have been spectacular. Unit sales of shavers, for example, have more than doubled. Bed covering sales are running at seven times the 1946 pace. Even among relatively "old" housewares like clocks, sales have climbed since 1946.

But that's not all . . .

The industry has broadened its base.

At least a half-dozen of today's top volume electric housewares were not on the market in the immediate postwar years. Last year, for example, blenders, broilers, fryers, fry-pans and portable mixers accounted for 215 million at retail. Not one of these products was available in 1946. It's estimated that 40 percent of the industry's volume last year was done in products which have appeared on the scene since 1946.

That's not all. Even the products which were on the market in 1946 have changed drastically in the ensuing 10 years. This has meant a more automatic, more useful—and more expensive appliance. As an example consider irons. Although sales in 1955 were about a million and a half units under the 1946 figures dollar volume was up by \$32 million. A good deal of this increase

is due to the phenomenal acceptance of the steam iron which had not made its appearance in 1946. Now, steam irons outsell all other types combined.

But all this has put severe strain on the industry's distribution.

It was always a competitive market but it's become more than that as increasing volume has encouraged manufacturers and retailers to experiment with new avenues of distribution. The result has been a fantastic growth of off-list selling and of merchandising through a whole series of outlets which were almost unknown prior to the war. These include discount houses, catalog operations, supermarkets—almost anybody who thinks he can deliver volume on the industry's vastly expanded line of products.

MORE ➔

WHAT'S HAPPENED TO THE ELECTRIC HOUSEWARES BUSINESS..... A LONG LOOK

Pinpointing the most significant developments in the industry since 1946 is a difficult job.

But that's what ELECTRICAL MERCHANDISING asked a cross-section of electric housewares manufacturers to do. Those responding included: N. H. Schlegel, vice-president of Cory Corp; Robert Shaffer, director of sales for Dominion Electric Corp; Marvin Allesee, vice-president and director of sales for Dormeyer Corp; W. H. Dennler, manager of portable appliances for G-E's housewares and radio receiver division; and John J. Anderson, manager of portable appliances for Westinghouse.

Why is it so difficult to isolate the "most significant" developments in the industry? Primarily, it's because so much has happened to the economy as a whole and the housewares trade in particular since 1946. In addition, many of the developments are inter-related and it's difficult to isolate them.

Dennler: There have been so many specific changes in the electric housewares industry since the end of World War II that it is indeed difficult to single out three as the most important. A great deal of the difficulty arises, of course, because all of these changes are dependent upon, and in many cases are offspring, of one another.

The most fundamental development has been in the growth of the economy as a whole.

Take population first. We are growing at a rate of from 2.5 to 3 million people a year. By midsummer population will be near 168 million, up more than 20 million since 1946. By 1970 we will number 204 million.

Even more important is the explosive growth of the middle-income group, the great mass market for consumer durables. More than 70 percent of the nation's total families now earn more than \$3000 and the average family income before taxes is now around \$5000. In 1935 there were probably not more than five million families whose earnings (at today's prices) would correspond to this figure and even in 1941 there were less than 10 million. Today there are 21 million. About

19.5 million of these are in the middle income market. Between 1950 and 1953, for example, income in this group rose by over \$17 billion a year.

Schlegel: With a growing population adding a new market the size of the city of Philadelphia to the total United States market place each year there is little that needs to be said about the importance of such population growth in terms of over-all economy and increased sales potential.

Allesee: More money in the hands of the "middle millions," the growth market now being reached through aggressive selling with tie-in promotions, has helped to establish happier and more comfortable homes through electric housewares. We must appeal to this new middle income group as we have to some measure satisfied the needs of the higher income families.

In many respects, however, the growth of the electric housewares industry has outstripped the growth of the economy as a whole.

Basically, that's because living patterns were changing even as the population was growing. There were fewer servants. Housewives wanted more free time and therefore looked for more from the labor-saving equipment they purchased. And, all over the United States a trend toward casual living helped stimulate sales of electric housewares.

Schlegel: The fact that each new family is being formed in an era when more leisure time and automatic labor-saving devices are the featured themes and products of the day means, I believe, a constantly increasing emphasis on electric automatic appliances. This trend has largely accounted for the great increase in dollar sales in electric housewares since the end of the war and, I believe, sounds the keynote to a future market place in which appliances, to be sold, will, of necessity, be completely automatic in every respect.

Dennler: The electric housewares industry's mastery of temperature control in cooking appliances (such as the rotisserie and skillet) has coincided perfectly with the ever-growing national trend toward informal living. Our new concept of "casual cookery" has awakened possibilities so attuned to the basic ideas of modern American home life that the potential for our specific industry is indescribable in current terms.

BACK...A QUICK LOOK AHEAD

Shaffer: This new casual and outdoor living has greatly stimulated the demand and necessity for increased production of automatic and portable appliances such as the electric skillet which almost completely supplements the range.

Anderson: The American homemaker has cultivated a far greater preference for the use of special purpose, controlled heat appliances. Mrs. Average Homemaker is hearing and learning more every day about the advantages of cooking by thermostatic controls. As the reputation of these appliances spreads undoubtedly this preference for special purpose electric housewares will continue to grow.

Allesee: We have seen in these years the marked change of appliances developing from the household luxuries of the 1930's to the family and kitchen necessities of our present American way of life.

Taken together, these two factors (the growth of the economy and the increased demand for the products which the industry produces) have spelled impressive growth for the electric housewares industry.

This can be measured in tangible terms of units sold and dollar volume attained. In this respect, the achievement of a billion dollar volume last year is a real yardstick of the industry's post-war growth. But there are less tangible but equally important evidences of growth. Taken together, they spell out an added stature which the electric housewares industry has achieved since 1946.

Dennler: Probably the most significant development since 1946 has been a basic change in attitude. Although it is difficult to strictly define, it is best exemplified by the growth, shortly after the end of World War II, of the new importance assumed by electric housewares departments within larger companies and the new importance assumed by the smaller specialized electric housewares manufacturers. The direct outgrowth of this new recognition of importance was an immediate noticeable improvement in the general quality and design of the products of these departments and companies; an improvement which has been growing ever since.

Despite the impetus afforded by the expansion of the economy as a whole, the growth of the electric housewares industry has not been a matter of "just growing."

It's true that the expanding economy and the changing demand for more automatic appliances provided a favorable climate for growth. But the industry was not content to rest there. Advertising today involves techniques and budgets undreamed of 10 years ago. And merchandising, too, has sought new approaches to the problem of moving vast numbers of appliances.

Allesee: Increased advertising through TV and the other promotion media have broadened the appeal and selling opportunity.

Dennler: (We have seen) new concepts of mass advertising and mass merchandising in general.

Allesee: From the earlier days of postwar hysteria for any kind of electric appliance we have progressively gone through greater selectivity in product choice. Re-establishment of name brand acceptance, and the pre-eminence of a select few manufacturers whose finer products, alertness, and sales objectives has broadened our markets to serve more and more people.

Among the most controversial of these merchandising techniques is Fair Trade.

Today the debate over the merits of resale price maintenance waxes stronger, perhaps, than at any other period since the end of World War II. Earlier in this period, Fair Trade claimed considerably more adherents although some of these paid it little but lip service. Today it is still enforced by a "hard core" of manufacturers who make it the cornerstone of their merchandising structure. They believe in it and believe it can be enforced. Others disagree. And the arguments still fly.

Dennler: Another significant development has been the change in our merchandising technique and the division

A LONG LOOK BACK . . . A QUICK LOOK AHEAD (continued)

of the industry into Fair Trade and non-Fair Trade camps. Closely involved in this change was the terrific growth of public consciousness of brand name merchandise, our rapid change-over to mass production techniques born of the war and new concepts of mass advertising and mass merchandising in general.

Schlegel: Small dealers who are completely realistic will find that with the present status of Fair Trade laws they can no longer be depended upon as a stop-gap against widespread discount selling. . . .

Shaffer: Fair Trade has been an important factor in the appliance industry. It has helped to make the electric appliance business a sound, profitable and expanding industry.

Not all of the new merchandising techniques have originated at the manufacturing level. Some of the most explosive and far-reaching in effect have originated at the retail level.

The discount house, for example, has grown from a post-war phenomenon to a permanent fixture in today's retailing picture. A whole array of new retail outlets has appeared on the scene. These include supermarkets, catalog houses, premium users, door to door merchants and rack operators. It's estimated that in 1955 alone the number of catalog houses offering small appliances increased from 35 to almost 100. These changes have forced corresponding changes on the retailers who previously dominated the industry. The conventional specialty dealer has found it necessary in some cases to imitate some of the discounter's techniques, to try for volume instead of unit profit. Department stores have faced similar problems. Some have left the business. Others are fighting back aggressively on a price basis. Still others are promoting and merchandising more aggressively.

Anderson: There is an increasing trend to the growth of mass selling outlets. Call it discount house selling, supermarket selling, or what you will, there are many more big volume outlets promoting and selling electric housewares today. In addition, national grocery chains and national variety store outlets are studying the possibility of actively pushing electric housewares.

Shaffer: The advent of the discount houses, super markets, premium users, stamp plan operations and house-to-house selling has resulted in a much broader distribution pattern and has resulted in increased sales of electric appliances.

Schlegel: Especially significant is the increasing percentage of business on electric appliance and housewares items sold mail order. The fact that mail order distributors and dealers have had such a rapid growth during the last few years should, in my opinion, serve as a warning to small dealers that to hold their own in the sale of electric housewares they must aggressively promote service. . . . The fact that more and more consumers are learning daily that they can get what they want promptly delivered through catalog sources as

opposed to frequent unavailability through local dealers is, in my opinion, a serious threat to the long term sale of packaged housewares and electric housewares by local dealers. . . . Probably the single greatest threat to the small electric appliance dealer is the increasing activity of the large discount houses.

The picture as it emerges today is paradoxical; the industry is handling steadily increasing volume while faced with steadily growing merchandising problems.

The industry's growing volume prevents a pessimistic evaluation of the future. But the problems cannot be overlooked. This is particularly true in the case of the independent appliance dealer who today must look toward preserving his historical position in the industry.

Allesee: The last 10 years have established a foundation that will double our industry's gains of the last 10 years in the next decade.

Schlegel: Experienced dealers who have aggressively promoted against expanding discount house activities have found, however, that their customers are willing to pay a premium for the kind of personalized local service and availability that only the smaller neighborhood dealer is in a position to render. . . . Some dealers have felt that they have an important place in the shopping habits of the community in which they are located and have successfully competed and continue to maintain—and in many cases—increase their profits and volume.

In short, there is greater opportunity and greater market potential in electric appliances than ever before—and more complications through expanding discount activities and mail order sales than ever before. The smart and aggressive dealer, however, will recognize the long term increasing potential and will take immediate steps to aggressively promote electric housewares so as to capture his fair share of the very important and growing volume that is to be realized in the future.

That's the way any coverage of the past ends—with a look at the future.

Basically, that's because, for all of its spectacular growth, the industry still has vast opportunities ahead of it. The basic market it serves is constantly growing. The variety of appliances it markets is being steadily expanded. Both of these developments are clear. What is not so clear is the individual merchant's role in tomorrow's market. To some extent it will be determined by factors beyond the individual's control. But a good deal also depends on the retailer himself. And only he can adequately answer the question of how actively he will go after tomorrow's housewares business.

End

Big signs by the elevators,
window displays and advertising call
public attention to Walker-Scott's
annual spring promotion on the
seventh floor and help
the store again go

Sky-High with HOUSEWARES

By HOWARD J. EMERSON



ONE big, week-long splurge starts electric housewares rolling through the profitable spring and early summer gift season at the Walker-Scott department store. Each year in late April, just after Easter and just before Mother's Day, this San Diego store puts on a six-day housewares promotion that achieves these two important aims:

1. Immediate volume that more than justifies the relatively small cost. In 1955, during the week of April 25, dollar volume in electric housewares more than doubled that of any of the

first three weeks of the month. Total volume for the department was \$30,722 for the month of April, a 50 percent increase over the volume of \$20,212 in April, 1954.

2. Establishment of Walker-Scott as electric housewares headquarters for the important gift season of May and June. By focusing attention of San Diegans on the electric housewares and homewares department in late April, the store successfully builds volume for Mother's Day which comes two weeks later, sets up the idea of electric housewares, the electric coffee-

maker in particular, as a Father's Day gift, hits the new baby market with blenders, sterilizers and vaporizers, promotes electric housewares as gifts for May and June brides, and very successfully establishes the department as a source of patio supplies, electric broilers, barbecues, braziers, spits, and plastic dishes.

This annual spring promotion of electric housewares and homewares at Walker-Scott follows the same pattern each year, but the theme is varied to give it fresh appeal. A similar event is held each fall to get Walker-Scott

established as headquarters for electric housewares and other items for the Christmas season. Management feels that the establishment of these promotions as annual events is building a following that makes each year's promotion more successful. In 1955 the dollar volume for the Spring promotion week was 40 percent ahead of the sales during the same promotion week of 1954.

Elements in the simple inexpensive but profitable Spring promotion week at Walker-Scott are shown in these ELECTRICAL MERCHANDISING photos.

To see how 7th Heaven sells housewares turn the page →

The Drawing Cards . . . PRIZES



COOKIE CONTEST for deep-fryer, hand-mixer and 8 other prizes brought 50 dozen cookies with recipes to be judged by utility home economists Mrs. Thelma Waller, Mrs. Barney Hardi and KFMB-TV's Marjorie Hume, above, trying samples on Arnold Johnson, Walker-Scott housewares buyer who handled this promotion.



BABY NAMING contest sponsored by Oster got hundreds of entries for free blender, brought attention to "Oster Home Beauty and Barber Clinic" as well as baby food market. Store also offered daily prizes just for registering.

The Whole Store Ties In



DISPLAY areas in soft goods departments were used for signs calling attention to electric housewares promotion. Widest attention was desired to make promotion effective in building sales.



TRAFFIC CENTERS, like cashier and wrapping desks throughout the store received signs as above to get attention of customers who had come in in response to advertising of other departments or effect of other windows.

The Major Events . . . DEMONSTRATIONS



BROILERS, big dollar volume builder in spring, '55, were given top location facing elevators, with demonstrator from manufacturer. Each year, Walker-Scott spots "hottest" item in this choice location.



TIE-IN sales were made when demonstrations of new electric housewares directed customers attention to manufacturer's full line. Portable mixer benefitted from demonstration of frypans at G-E center.



EXPOSURE of Walker-Scott's full lines of electric housewares to traffic brought by contests and demonstrations helped double week's dollar volume. Specials were spotted through displays like this to stop traffic.



SAMPLES of food brought many mid-morning and mid-afternoon shoppers to housewares for snack, offered demonstrators chance to show frypan and coffee-maker, expose full brand line.



ACTION professionally handled by distributor demonstrators stopped and held steady audience for specialty selling of blender. As closer, store had chance to feature \$39.95 model Osterizer at \$29.95.

End

The NEW Electric Housewares Will Help You Get Your Share of 1956 Gift

Frypans are selling like hotcakes—and so are hotcups, ice crushers, meat grinders, pressure cookers, and multi-purpose units. Here's a roundup of what's available and what they offer

By ANNA A. NOONE

THE hue and cry for more and more new, exciting electric housewares is increasing with unrelenting speed at retail and distribution levels as the industry rockets to an annual volume well over a billion dollars every year. Retailers and distributors are constantly clamoring for new, hot products, with sufficient excitement and glamour to produce new and ever-increasing volume. This desire for expanding mar-

kets stems back to early postwar years when pentup consumer demand for electric housewares, created during the non-producing war years, moved appliances off dealer shelves in terrific volume.

With another spring gift season approaching, smart retailers are again making plans to capture a greater share of this vast market. (See accompanying Gift Market Profit-Potentials data.)

For these retailers we'd like to recall to mind the new crop of profit-plus items made available recently by leading manufacturers—some as recent as the January Housewares Show. Many of these items will provide lucrative ammunition for promotion minded retailers with imagination and vision. They include the frypan-skillet, meat-grinder-ice crusher, electric pressure cooker, the multi-purpose power-pack units, improved barbecuers (electric

and non-electric), hotcups or water boilers. In addition the refinements in use of color in many widely accepted housewares will hasten obsolescence in these items.

Some of the new items present brand new applications of automaticity to old housekeeping-by-hand chores. Others are restyled improvements of items that never sold in great volume.

Frypan-Skillets

First introduced nationally in early 1954 by Sunbeam and Presto, the frypan-skillet quickly caught on at all levels—distributor, dealer and consumer. By fall of 1954 there were approximately 10 companies making this product. When the final unit sales tally was chalked up, well over a million units had been sold in the first year of its introduction. In 1955 the volume more than doubled. Another 2,660,000 units were sold. This record volume outstrips all previous performance of "hot" electric housewares items in the first two years of introduction.

The application of thermostatically controlled heat to the homely chore of top-of-stove cooking—frying, braising, casseroling—won immediate consumer acceptance.

Automatic fryers for 1956 are available in round, square and rectangular designs; there are shallow and deep models. Many manufacturers have improved their original models. Others now have a line of complete sizes ranging from 7 to 12 inches, with a choice of round or square design. In 1955, approximately 61 percent of total unit sales were in square models.

Practically all models are immersible up to the dial on the handle for cleaning. They feature sealed-in tubular elements cast into the bottom of the pan and provide temperatures from simmer to 450 degs. F. Some makes feature detachable heating units with a clamp on arrangement for the pan. Others have the thermostat control located in a detachable plug. These models are completely immersible. Wattages average from 1000 to 1200 watts. Prices range from \$9.95 to \$27.95 with covers extra.

The market for frypan-skillets has only been scratched. They are versatile. They make a handsome, useful gift for mother, the bride, the college

CALENDAR OF GIFT SALES OPPORTUNITIES

JANUARY	FEBRUARY	MARCH	APRIL
129,000 weddings 388,000 showers 2,543,000 anniversaries 9,130,000 birthdays	122,000 weddings 367,000 showers 2,402,000 anniversaries 8,500,000 birthdays PLUS VALENTINE'S DAY	106,000 weddings 319,000 showers 2,084,000 anniversaries 9,130,000 birthdays PLUS EASTER GIFTS	153,000 weddings 459,000 showers 3,000,000 anniversaries 8,000,000 birthdays PLUS EASTER GIFTS
MAY	JUNE	JULY	AUGUST
173,000 weddings 518,000 showers 3,391,000 anniversaries 8,500,000 birthdays PLUS MOTHER'S DAY GIFTS PLUS GRADUATION GIFTS	223,000 weddings 670,000 showers 4,380,000 anniversaries 8,900,000 birthdays PLUS FATHER'S DAY GIFTS	139,000 weddings 206,000 showers 2,720,000 anniversaries 9,900,000 birthdays	187,000 weddings 562,000 showers 2,719,000 anniversaries 10,100,000 birthdays PLUS BACK-TO-SCHOOL
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
166,000 weddings 497,000 showers 3,249,000 anniversaries 9,800,000 birthdays	144,000 weddings 432,000 showers 2,826,000 anniversaries 9,700,000 birthdays	133,000 weddings 400,000 showers 2,614,000 anniversaries 9,130,000 birthdays PLUS CHRISTMAS GIFTS	124,000 weddings 373,000 showers 2,437,000 anniversaries 9,200,000 birthdays PLUS CHRISTMAS GIFTS

(Prepared by Natl. Electric Mfrs. Assn.)

Market

or career girl, or anyone else, male or female, who enjoys cooking.

Companies making frypan-skillets in 1956 total over 30 and include such prominent names as Camfield, Dominion, Dormeyer, DuWal, Eastern Metal, Farberware, General-Electric, Knapp-Monarch, Kord, Lasko, Merit Enterprises, National Presto, Nelson Machine, Modern Age, Naxon, Roto-Broil, Son-Chief, Sunbeam, Toast-master, Universal, West Bend and Westinghouse.

Dual Purpose Units

In the past year or two there's been a trend toward dual-purpose products. Starting, probably, with Sunbeam's introduction of a blender attachment for their standard mixer, combination appliances have been making their appearance — notably Rival's hand mixer-knife sharpener introduced last July, Oster's meat grinder-ice crusher and Waring's ice crusher attachment.

Meat Grinder

The first professional butcher-style meat grinder for home use, complete with an ice crusher attachment, was introduced nationally at the Housewares Show, Navy Pier, Chicago in January by the John Oster Co.

Even in this short period of time, consumer acceptance is exceeding all expectations, with letters from consumers bombarding the home office from all sections of the country, asking where they can be purchased.

Some comments: "The answer to my prayers for many years."

"Glad to know an electric food grinder is now available, where can I buy one?"

"Happy that finally somebody invented such a grinder—it's a chore to attach the articles needed to my mixer and the hand grinders are a mess. . . ."

"It's a much needed article around the home and I'm sure every homemaker will agree with me."

"I enjoy many other forms of exercise to a greater degree than grinding food by hand—where will I be able to purchase one?"

"I've been waiting for years for someone to make an electric meat grinder that really works!"

"After twenty-five years of grinding meats, etc., in one of those horrors,

(Continued on following page)

SOME APPLIANCES ARE DUAL PURPOSE . . .



MODERN version of a butcher's meat grinder also includes an ice crusher attachment.

ICE JET attachment converts eight Waring Blenders into dual purpose products.



. . . A FEW ARE MULTI-PURPOSE



FOUR-PURPOSE Power-Maid by Nutone is a mixer, blender, knife sharpener and juicer.

SEVEN-PURPOSE Foodsmith by Shetland adds a shredder, can opener and grinder.



-COLOR ADDS A NEW FEATURE . . .



PASTEL colored toasters represent a big change from traditional chrome units.

COPPER and coppertone products make it possible to sell matched ensembles.



THE KITCHEN MOVES OUTDOORS . . .



ROTISSERIES, good indoors or out, are increasingly automatic, better built.

CHARCOAL barbecuers, good gifts for men, come with or without motorized spits.



1956 Gift Market . . .

THE EMPHASIS IS ON SPEED AND AUTOMATICITY

I'm delighted to learn of your new electric model!"

The Oster meat grinder consists of a power unit base that sits firmly on table or counter without clamping, and provides room for a large pan or bowl; grinder head with two discs, one for coarse, the other for fine grinds; and a hardwood pusher to help feed ingredients into the machine.

Grinders of various types—hand operated clamp-ons, as well as power-driven attachments for standard mixers—are put to constant use in practically every home in the country. They are used not only for grinding meats, but for many other jobs, such as grinding vegetables and herbs during the canning season for the many pickled relishes put up each year—chili sauce, chow-chow, corn pickle, etc.; fruit cakes, mince meats, steamed puddings and poultry stuffings for Thanksgiving and Christmas feasts; and the everyday needs for making palatable hashes, croquettes, sandwich spreads and salads out of leftovers.

If the number of non-electric grinders sold each year is any indication of the market for an electric meat grinder, not to mention the added attraction of an ice crusher attachment, then the market for an electric grinder will be tremendous.

Ice Crusher Attachments

For years, an adequate supply of crushed ice for serving fruits, salads, desserts, and beverages has always presented a problem to the homemaker, especially those who entertain. Until recently we've had to be content with buying an occasional bucket of cracked ice from commercial ice depots or resorting to a small hand-operated model. Now with the new electric attachments made available by Oster and Waring, it is at last possible to get as much crushed ice as needed at the flick of a switch.

The Oster crusher head locks into place on the meat grinder, and by shifting a selector lever from one setting to another, the self-feeding blades provide crushed ice in nine sizes from chunks to slivers.

The Waring Ice Jet attachment fits the motorized base of all Waring Blendor models and reduces four trays of ice cubes to a finely ground mound in 90 seconds.

The Oster meat grinder at present is sold only in combination with the ice crusher attachment at an introductory price of \$54.95. The Waring Ice Jet attachment alone costs \$16.95. While some may say these prices are high for electric housewares, actually price has never been a deterrent to consumers who want a product that fulfills a real need.

Multi-Purpose Products

From all indications, 1956 is going to be "multi-purpose year" in the elec-

tric housewares industry. It started with the introduction last fall of Nu-Tone's "Power-Maid" a 4-purpose combination mixer-blender-sharpener and juicer. Another combination was brought out at the January Show by Shetland. The "Foodsmith" is a 7-purpose combination mixer-blender-knife sharpener-can opener-shredder and salad maker. And, it is reported, more products of this nature are forthcoming.

The all-purpose power-pack is not an entirely new idea. A single motor with attachments for a wide variety of uses has been used in the cleaner and the mixer fields for a good many years. In prewar years compact, all-purpose units were constantly being introduced—all without success. Even a few foreign models have tried for a foothold in our American markets. However, many of our most popular items today got off to a false start before finally becoming popular (the steam iron, frypan, and portable hand mixer, to mention a few). Knowing the psychological time when the public is ripe for a particular device, plus a well-rounded promotional program with a good size advertising budget is important in launching any new product. So it's just possible the psychological time for multi-purpose power packs has arrived.

Although Nu-Tone's 4-purpose unit was only introduced last fall, to date it is proving popular in all markets where it has been introduced. Some department stores reported early sell-outs last Christmas.

It has the added advantage of being available in a space-saving, "in-built" unit that can be recessed into a kitchen countertop or cabinet, with the motor unit completely out of sight. A stainless steel plate with recessed speed dial and selecto-matic power drive for all attachments fits

flush with countertop. This is the first electric housewares appliance to capitalize on the present craze for kitchen built-ins of all types.

Both the Nu-Tone and Shetland combinations are high style items with sturdy motors and attachments. Prices range in the neighborhood of \$50 with some of the attachments costing extra.

Pressure Cookers

Perhaps the most recent non-electric cooking device to be converted to electricity is the pressure cooker. Popular with all homemakers because it saves time as well as money, at the same time providing the most health-

ful method of preparing family meals, non-electric pressure cookers have become an important accessory in millions of American homes. Now, with the addition of built-in elements that provide uniform heat, and hold pressure constant within the pan, many homemakers will readily switch to electric models.

A natural for working wives because it cuts down time spent in meal preparation, it is equally important to the budget-minded bride.

Electric pressure cookers are being made by two manufacturers: Mirro and Presto. The Mirro-Matic and Presto electric models are available nationally. They have 4-qt. capacity,



DEMAND for instant beverages is booming sales of hotcups, water boilers, tea brewers.



AUTOMATIC pressure-watching is opening a whole new market for pressure cookers.

AVAILABLE ITEMS COVER . . .

The Basic The problem of a multiplicity of appliances and a consequent heavy load is solved by Westinghouse's 220-volt appliance center.



Gift Market Profit Potentials



FRYPANS, with thermostatic controls, come in square, round or rectangular shape.

are completely self-contained, with elements in cooker base. Three popular pressure controls, 5, 10 and 15 lbs. are available in both units. Temperatures from 175 to 300 degs. F. are provided by Mirro-Matic; and from 100 to 500 degs. F. by Presto. Wattages average around 1400-1500 watts. These cookers can be used without the pressure regulator for electric frying, boiling, braising and steaming. They can also be used as food warmers. Prices range around \$29.95.

The market for an electric pressure cooker is as great as the non-electric market has been in former years. Mil-

(Continued on page 98)

FOR MOTHERS' DAY—There are approximately 50,000,000 mothers, grandmothers, and mothers-in-law in the United States, according to Arthur Freeman, executive director of Mothers' Day Committee. This organization estimates that the average mother will receive gifts valued at \$15, which represents a total expenditure of \$750,000,000.

FOR BRIDES—Various estimates of the number of marriages that will take place in 1956 set the figure at from 1,500,000 to 1,600,000. And, according to a recent study conducted by *Modern Brides Magazine*, at the end of eight weeks of marriage, the average bride owns electric housewares conservatively valued at an average of \$92.51. If there are 1,600,000 weddings in 1956, this aggregates \$148,000,000. Included among the items acquired in a period of from three months before the wedding to eight weeks after—some as gifts, others self-purchased, were:

	% Brides Owning	Avg. Est. Worth
Irons	84.1%	\$18.10
Toasters	80.1	27.02
Coffeemakers	66.5	23.06
Waffle irons	50.4	18.10
Mixers	48.9	36.71
Blenders	5.7	30.20
Broilers	19.1	35.85

With the exception of blenders and broilers all these items are high-saturation staples, indicating that the field is clear for creating an interest in the newer products such as frypans, electric pressure cookers, meat-grinders, ice crushers, knife sharpeners, coffee grinders, rotisseries.

Bridal business authorities also point out that although June is still the most popular month for weddings, August runs a close second. The only unpopular month is March. So, once the Lenten Season is over, the bridal business can become a continuing source of revenue for the balance of the year.

FOR FATHERS' DAY—There are 30,000,000 fathers who are heads of families. According to the Fathers' Day Committee, the average Father's Day gift averages \$10. This represents a yearly total expenditure of \$300,000,000.

There are many electric housewares items that can be promoted as Fathers' Day gifts: barbecuers with related accessories, knife sharpeners, shavers, vibrators, hair clippers, massagers, blenders, blankets, electric clocks, fans and power tools.

FOR GRADUATION AND BACK TO SCHOOL GIFTS—High school graduates totalled 1,399,000 in 1955, according to the Bureau of Vital Statistics. In 1954, 358,700 students graduated from college and 324,800 graduated in 1955. Resident college enrollments as of November, 1954, totalled 2,166,572. For all these students and graduates there are many highly acceptable electric housewares items: hair dryers, fans, heaters, hotcups, hotplates, travel irons, corn poppers, shavers, power tools and vibrators.

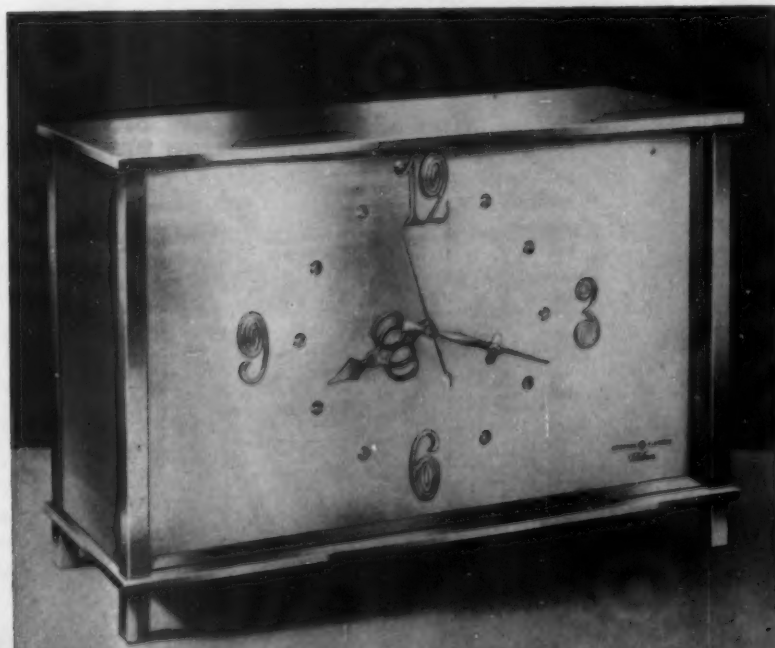
FOR BABY SHOWERS—Approximately 11,000 babies are born every day, (4,000,000 a year) according to the Bureau of Vital Statistics. Acceptable gifts for babies include blenders, heaters, hotcups, hotplates, heating pads, bottle sterilizers, vaporizers, food warmers, bottle warmers.

FOR HOUSEWARMINGS—In 1955 there were 1,306,000 new home starts, according to the Bureau of Labor Statistics. Nothing is more acceptable to new home owners than a complete new set of electric housewares items.

FOR ANNIVERSARIES, BIRTHDAYS AND CHRISTMAS—As of January 1956 there were 1,306,000 new homes started accord- States. All celebrate birthdays every year; practically all give and receive Christmas presents. The 50,000,000 mothers and the 30,000,000 fathers in addition celebrate anniversaries.

The Unusual

Sometime this fall General Electric will start marketing this \$175 cordless electric wall clock. It uses current from the walls as a source of power.



The Ensemble

NEMA put together this display of appliances to show a basic wardrobe of housewares that would make an ideal bridal gift.



How to Increase Housewares

That's the lesson in the story of Bill Nolteriek. With planning and organization he jumped small appliance sales at the James Black Dry Goods Co., Waterloo, Iowa, from \$18,000 to \$45,000 a year



ADVANCE PLANNING is important, says Bill Nolteriek, Black's, Waterloo, Iowa. Here he indicates the space that will be cleared on the housewares floor to accommodate fan displays as soon as stock arrives. Fan advertising starts in March.



GROUP DISPLAYS of electric housewares are designed for easy shopping. All makes of each type appliance are shown together eliminating customer annoyance at being forced to circulate through sales floor to compare brands.

ABOUT five years ago, Bill Nolteriek of James Black Dry Goods Company, Waterloo, Iowa suddenly found himself in charge of a department he knew nothing about—housewares. To make matters worse, his instructions were to improve sales and service in a down-at-the-heel department that was one of the poorest in the lively department store.

Nolteriek rejoined Black's after his release from the army in 1946. He had an impressive record of success in various departments for five years before he took over housewares and applied his merchandising talents with industry and vigor.

From only \$18,000 a year billing in small appliances in 1951, Nolteriek pushed volume up to \$37,000 in 1954 and about \$45,000 last year. At the same time, volume of china, glassware, cleaners, paint and other household items increased accordingly.

Starting from scratch, Nolteriek learned quickly, but says he still is "no expert." He relied on advice from distributor salesmen, watched competitors, read avidly, attended all meetings and



CAREFUL CHECKING of sales records guides Nolteriek in his buying. Only the best known brands and highest quality merchandise are carried. Regular 30 day review sometimes calls for rapid changes in plans.

Volume 250%

trade shows, and threw in some of his own intuition.

These are the basic factors he considers important and vital to the growth of his department:

- **Advance planning**—Today, more than ever before, says Nolteriek, buyers must plan way ahead. "There are too many unplanned events in this business," he says, "to operate a housewares department on the short haul only." As an example he cites the pending electric fan season. Provision has been made for space to accommodate fan displays. Stock is on order and expected daily. As soon as it comes in it will be placed on the floor and a consistent advertising program breaks its first insertion during the third week in March. Advertising will feature a 20-inch, push-button controlled, window fan at an attractive low price.

- **Upgrade lines**—Nolteriek says the housewares department was full of "cats and dogs" when he took charge five years ago. He lost no time cleaning them out and now carries only the finest names and top quality merchandise. Sunbeam, General Electric, Westinghouse, Hamilton Beach and Mirro-Matic are prominently displayed. Nolteriek refuses to add lines to his stock unless he's sure consumer demand will warrant it. "Space," he says, "is at a premium and we can

maintain a far better stock position with fewer lines."

- **Planned group displays**—One of the first things Nolteriek did after he fell heir to housewares was to regroup stock. Electric appliances were scattered all over the floor, mixed in with mops, brushes and furniture polish. He not only brought them all together in the same general area but he displays all brands of one type of appliance together. Thus, customers see the store's full line-up of frypans or coffeemakers without threading their way back and forth through crowded aisles.

- **Service**—Black's doesn't maintain its own service department for small appliances but Nolteriek insists on rapid and efficient service from factories and their service stations. Minor repairs, however, like replacement of fuses or even coffee-maker heating elements are done in the store and the customer is charged for parts only. Nolteriek estimates his department makes 75 to 100 minor repairs per month.

- **Stay close to the merchandise**—The buyer, Nolteriek maintains, can't run his department efficiently sitting in an office. He must get out on the sales floor, listen to customers' requests and complaints and actually sell. He feels he never is able to put in enough floor time

because of necessary administrative details.

- **Stock the basics**—The basic appliances must always be kept in stock and displayed on the floor. They're "sweetened up" from time to time with promotions, but the basics remain the hard core of year-round sales.

- **Mailings**—In any department store, department heads must fight for mailings to charge accounts. Nolteriek manages two or three per year. The store has 13,000 names on its mailing list and Nolteriek orders an extra 6,000 pieces of a mailing to insert with outgoing packages.

- **Customer policy**—Black's, says Nolteriek, has a freer policy toward exchanges and complaints than any store in the area. Experience has shown this "customer-is-always-right" philosophy pays.

Last year, in competition with the store as a whole, the two clerks in Nolteriek's department came out in the top ten. "This," he says, "is quite a feat when you consider the volume done by major appliances, and other departments."

It's perhaps significant to observe that Black's housewares department went downhill at a time when the post-Korean war situation still had some appliances on allocation. And it's shown its growth in a period of ever-increasing competition that shows no signs of letup. *End*



CUSTOMER MAILINGS are fought for in department store where every buyer wants his department featured. Nolteriek usually gets in two to three electric housewares mailings each year, selects mailing pieces carefully to assure best impact.



WATCH BASIC stock position, says Nolteriek, and be prepared to furnish standard items even out of season. Here he looks over depleted fan stock as preparations are made for new inventory.

Here's an Electric Housewares Sales Stunt You Can Use . . .



"Grab Bag" Night

Topeka, Kansas retailer's inexpensive Monday night promotions sold 127 mixers in one week, plus many other appliances in the weeks following — now it is a regular Monday night feature

By ROBERT LATIMER

WHEN electrical housewares sales fall off because of the weather, or because it is a slow season of the year, the dealer can always get out and do something about it with a stunt promotion." That's the way in which John Gibbons, sales manager at Capital Super Service Stores in Topeka, Kansas, looks at small appliance merchandising—and the basis for a clever "Grab Bag" stunt which sold 127 electric mixers in one week during February.

Gibbons cooked up his colorful stunt last fall when a recap of sales figures for 1955 showed that for all practical purposes the electrical housewares department didn't exist from September until November. Of course, there were a few desultory sales, but, by and large, there was next to no turnover in the department. Consequently, when autumn of 1955 rolled around, and noting the success which toy stores were having with stunt promotions to boost pre-Christmas sales,

the Kansas appliance retailer determined to "do something about it."

That "something" was a series of seven "Grab Bag Nights" which began in early October and which, at this writing, was responsible for seven of the biggest sales days which Capital Super Service Stores has ever taped on the cash register. Moreover, simple as they were, the "Grab Bag Nights" have registered such impressive by-products as a sharp pickup in sales volume through all departments of the store, the creation of scores of fully worthwhile major appliance prospects, and attracted at least 1,000 new potential customers into the downtown store.

The entire plan revolved around a bright paper "Grab Bag," set up in the center of the store, which Gibbons filled with capsules of the type vended for a penny in the slot charm machines. Inside each capsule is a neatly typewritten slip which entitles the lucky "grabber" to one of many gifts

shown on a prize table just inside the entrance to the Kansas appliance store. Gibbons picked the rewards throughout the entire store, ranging all the way from plastic slip-over covers for refrigerator jars up to down payments on new television sets, refrigerators, ranges, or other white goods.

Here's the "equipment list" which Gibbons used to set up his "Grab Bag" nights.

- 1,000 number 000 gelatin capsules
- 1,000 addressograph plates, identification cards
- 1 large paper sack with one hole large enough for a hand to slip through in the side. This bag was sealed at the top.
- 1 large display table
- Enough salesmen to take care of 200 to 300 people in a two-hour period
- 1,000 registration cards
- 1 sign: GRAB BAG SPECIAL—one seasonally hot item not necessarily a discount item

"Grab Bag Night" was chosen to be staged on Monday, traditionally the worst night in the week. Other reasons for making such a selection was the cold wave which was gripping eastern Kansas and making downtown-shopping traffic an evanescent thing at best. That the stunt succeeded beyond anything which Capital Super Service Stores had expected is eloquent testimonial to the soundness of Gibbons' planning. Well advertised a week before to all regular customers of the store via a post card direct mail program, plus a quarter-page newspaper ad, each Grab Bag Night put each entering prospect through a series of tests. First, before she could qualify for a grab in the Grab Bag, the housewife-customer had to locate a single item in the electrical housewares department which was inconspicuously tagged as the "Grab Bag Special." A waffle baker, toaster, iron, percolator, mixer, clock, or any such item could be the "Grab Bag Special." After identifying it, all the customer had to do was inform any salesperson of its location. Then, the salesman handed the sharp-eyed prospect a registration card. On the card were spaces for the customer to list name, address, and telephone number, as well as the appliance which she would most like to receive as a Christmas gift. The card, when properly filled out, was the "ticket" entitling her to a dip in the grab bag.

An Impressive Ceremony

The reach into the bag was kept a colorful ceremony with store visitors and personnel alike standing by when a customer extracted a capsule, opened it up, read the slip contained, and triumphantly claimed her gift. Some idea of the merriment and suspense which was created may be drawn from the fact that the second "Grab Bag Night" drew more than 650 persons to the store, with the result that it was necessary to fill up the grab bag time and time again in order to prevent disappointment. Since that time, succeeding nights have brought even larger turnouts.

Not the least important factor in the "Grab Bag Night" presentations has been the atmosphere of jollity and good fun which has been generated. Almost every person who attended the first such event was back for the second and understandably brought along a batch of friends. Gibbons photographed most of the winners, using a Polaroid camera. Now, Capital Super Service Stores has set records for Monday evening traffic as the plan burgeoned out.

Following the success of the first such event, Gibbons used a colorful display ad filled with pictures of the previous grab bag winners to stimulate more traffic. In addition, classified ads were run inviting more Topekans to attend, and small boxed-in display ads were displayed on various pages through the paper carrying the same message. For following "Grab Bag Nights," the "Grab Bag Special" was always marked down to represent a real bargain in itself and was switched from one appliance to another, the location changed from one point to another throughout the store so that it kept customers circulating slowly through every department. All were carefully studying price tags and identification in order to locate the qualifying "Grab Bag Special." Net result of this sort of scrutiny, as might be expected, was a lot of extra impulse sales and along with it familiarity with the Capital store.

As pointed out above, the most impressive result of a single "Grab Bag Night" was the sale of 127 Dormeyer mixers in a single week, representing a complete sell-out and the writing up of many orders for later delivery. The turnover on other appliances was commensurate, with the result that electrical housewares sales for two "Grab Nights" was equal to

a normal month's business in the Kansas store. Other advantages included attracting literally hundreds of customers who had never visited the store (due primarily to the fact that it is located a block off of Topeka's main downtown shopping avenue), the opening of several hundred new accounts, many "impulse" sales, and new customers who might not have entered the store otherwise.

"It hasn't been an expensive pro-

motion even with direct mail and newspaper advertising added to the cost of the Grab Bag prizes," Gibbons said. "In fact, when we sold a refrigerator to one of the Grab Bag contestants who had driven in from a town 25 miles away, the mark-on here was enough to cover the cost."

At the bottom of this page is a complete breakdown on the costs per week for the colorful promotion.

One factor in his "Grab Bag Night," which Gibbons believes made it the unqualified success which it is, is the fact that "everybody wins." The Kansas retailer shares the belief of many that the ordinary type of dealer contest in which a few prizes are awarded, but all other contestants go home empty handed is just about as likely to cause ill will as good will. Consequently, he saw to it that anyone who took the trouble to locate a "Grab Bag Special" and to pull a capsule from the bag received a prize with the effort.

If the customer seemed the least disgruntled over the prize drawn, Gibbons obligingly invited him to have another. This got a warm response, of course. The result was that pleased housewives went ahead and ordered major appliances which they had been "putting off" for the future, and everyone of the prizes, which was in the form of a down payment on a major appliance, was utilized.

Gibbons originally developed the "Grab Bag" stunt as a Christmas-season traffic builder. Now, however, with the results so obviously outstanding during the "doldrums," he is convinced that the slowest months of the year are the ideal periods for such eye-opening stunts. End

Capital Super Service Announces

MONDAY NIGHT IS OUR SECOND

GRAB BAG NIGHT

FREE GIFTS FOR ALL FAMILIES

Frypans, Toasters, Irons, Coffee Makers, Waffle Irons, Radios, Seat Covers, TV Trays, Fax Caps, Electric Drills, Windshield Scrapers, Model Toys, Merchandise Certificates, Tires, Soap Dispensers, Silver Picture Frames. Here is all you do.

Find the grab bag special sign on our sales floor, tell the grab-man the item and price, you will receive a draw from the grab bag. One draw to a family.

IT'S ALL FREE NOTHING TO BUY IT'S ALL FREE

Here Are a Few of Last Week's Happy Winners:

Everybody Wins

Everybody Has Fun

Every Family Draws Free

Marlene Montgomery
Portable Radio

Walter Swenson
Coffee Maker

Erma Hastings
Furniture Store

Over \$100 in Prizes Given Away During Last Monday's Grab Bag Night.

Starts 8 P. M.

Firestone JOINS THE FUN

Just for Our Grab Bag Night Special, Firestone Shipped Us 100 DORMEYER MIXER JUICERS That Should Sell for \$39.99, but Monday Night Only We Can Sell Them for ONLY

19⁹⁹

Limit 1 to a Customer

And Give You FREE a 5-Pc. All-Purpose KNIFE SET

CAPITAL SUPER SERVICE

9th and Quincy Home-Owned, Fred W. Asay Phone 3-6571

One week's cost (increased proportionately as traffic increased)

Newspaper ad	\$60.00	
Post card mailing	17.00	Optional preferred 1st wk only
Capsules	2.00	Reusable
Identification card	.50	Reusable
Large paper bag	N/C	Reusable
Prizes 2¢ to 10¢	12.00	Estimate 200 per week
Prizes 15¢ to 50¢	22.50	Estimate 75 per week
Prizes 50¢ to \$5	5.00	Estimate 2 per week
Prizes \$5 and up	15.00	Estimate 1 per week
Total	\$134.00	

In return, the Capital store scored:

- 1ST WEEK:** 2 portable radios sold
8 tank-type sweepers sold on the spot
1 used refrigerator sold for \$200—store cost \$75
2 television sets, 1 automatic washer, and several fry pans
- 2ND WEEK:** 100 mixers sold completely out—order for 48 more taken and delivered upon arrival
2 electric clothes dryers, 1 television, and 5 frypans sold on follow-up cards
- 3RD WEEK:** 5 used television sets sold, 22 electric drill kits sold off ad, several television sets, and 3 frypans. 1 refrigerator sold off cards
- 4TH WEEK:** 5 tank-type sweepers sold, 3 washer-dryer combinations, plus usual good results off card follow up
- 5TH WEEK:** 3 vacuum sweepers, 12 electric drills sold, and sellout on utility robe and case kits and the usual success on cards
- 6TH WEEK:** Sold over 500 gallons of permanent anti-freeze, 4 Hoover irons, 15 Dormeyer mixers, 3 dryers, and sales on 6 television sets were turned in off the cards
- 7TH WEEK:** Over \$450 in Sunbeam appliances sold, plus drill sets and vacuum cleaners, and a complete sellout on baby bottle warmers

Employee Utility Plan Sells 2,000 Fry-Pans



L. H. SHAFF, residential sales manager for Arizona Public Service Co., outlined details of utility's frying pan promotion to all appliance dealers before the campaign was launched. Cooperation of dealers was vital to success of promotion.

APPLIANCE dealers located in three Arizona operating districts of Arizona Public Service Co. received a big boost in sales of automatic electric frying pans last summer when utility employees were enlisted to sell the appliances for dealers.

Over a 30-day period more than 2,000 frying pans were sold in the area, composed of 26,000 electric customers. All sales were made through retail dealers since Public Service is not a merchandising utility.

Speaking for the utility company, Don Willis, vice president in charge of sales, said: "It was a three-way promotion that we think paid off for everyone concerned. Dealers' sales were given a tremendous help; employees of Public Service in the districts picked up some ready cash; and

the company benefited from the point of view of dealer relations."

First activity on the promotion schedule was a series of dealer meetings throughout the districts. Complete details of the promotion were given at these meetings; dealers were provided with brochures explaining the promotion, and distributors' attended to lend support to the project.

For the company employees similar meetings were held. Ample incentives were provided in the form of cash bonuses to stimulate the employee sales effort. The entire campaign was reduced to a six-page information sheet containing hard-hitting and convincing sales helps for distribution to utility employees.

Employees were provided with sample utensils which they used for

demonstration purposes. In most cases first sales were made to the employee-salesmen themselves.

After the prospect had indicated a desire to buy, a Public Service employee asked for an indication of dealer preference. The employee sales force carried lists of local dealers as part of their kit for the use of prospects.

The employee then collected the cash for the sale, giving the customer a receipt. The customer had the option of keeping the sample model (if it had been left at the home) or asking for a brand new pan. The utility employee then turned the cash and duplicate receipt over to the local dealer and picked up a new pan. That's all there was to it—no strain, no pain. Public Service picked up the complete tab on

costs of the employee bonuses.

Several enterprising employees persuaded members of their church or civic groups to buy the utensils in return for a public demonstration and pancake supper put on by the utility employees—proceeds of which went to the organization.

The utility folks used the customers' pans, provided all of the ingredients and did the advertising for the social affair. As a consequence, the erstwhile salesman sold not only a dozen or more of the utensils prior to the activity, but in addition as a direct result of each demonstration were able to sell several additional pans.

L. H. Shaff, residential sales manager for Public Service, spearheaded the promotion. End



EMPLOYEES of Arizona Public Service Co. took their "pitch" into the homes of friends and neighbors. Leaving a demonstration utensil for prospect to try out for several days was big help in successful promotion.



ALL AUTOMATIC frying pan sales were made through dealers. Utility employees took cash to dealer and received validation of their sales. Employee also picked up another utensil to replace appliance that had been sold.

This crowd



watching the

Miami-Georgia Tech football game in the showroom of Lynn Strickland, Birmingham, Ala., is made up largely of alumni of the schools and represents some of his **200**

Good Prospects for Color TV

"IF we're going to sell color television sets at any considerable rate in the future, now is the time to start making the public conscious of color," says Lynn Strickland, owner and operator of one of Birmingham's major appliance stores.

Strickland, who is one of RCA's largest Alabama dealers, is an old hand at promoting and selling television. Just as he got in on the ground floor when television was new in Birmingham about six years ago, Strickland is presently pioneering in the sale of color TV sets.

His conviction that better selling will result when the public becomes color conscious through education in the advantages and pleasures of it, spurs Strickland to make the most of every opportunity to promote color TV as the opportunity comes along. At the opening of the football season in 1955, for example, he engineered a promotion which is still paying off for him in the sale of both black and white and color TV sets.

"It was an excellent opportunity to familiarize everyone in the Birmingham area with color TV," explains H. Pridge Skinner, sales manager for Strickland. "The Georgia Tech-Miami football game was being telecast in color and we knew there were

thousands of people in our sales area who were interested in, or alumni of, both schools. We reasoned that if we could stage a color television 'party' and invite these people in to see the telecast, we could arouse interest in color TV reception which might pay off very well in future sales of color television sets."

Distributor Lends A Hand

Skinner explained his idea to, and got the enthusiastic cooperation of, R. P. McDavid & Co., RCA distributor in Birmingham. McDavid promised to lend personnel, share advertising costs and otherwise participate in the event as fully as possible. Strickland, himself an alumnus of Georgia Tech, sent out 300 personal invitations to Tech alumni in the city, and through newspaper ads, the general public also was invited.

"We knew we would not be able to handle the crowd in our own showrooms," says Skinner, "so McDavid & Co., agreed to allow us the use of their own auditorium as well. We moved as many displays and portable walls in our store as we could, making room for almost 100 people. The McDavid auditorium could hold twice that number and we made arrange-

(Continued on page 106)



GENERAL PUBLIC was invited to the colorcast with newspaper ads and these painted windows. So many came that more than half the crowd was channeled to the showrooms of R. P. McDavid & Co., Strickland's distributor.



BETWEEN HALVES of the game H. P. Skinner (center), Strickland's sales manager, gave a short explanation of the way color is telecast and received. This was the only "commercial" made during the promotion.

He's Tearing Down Clotheslines...



1

2

City Electric Sells Dryers With Washers



NEW RESIDENT in Boulder, Colo., drops in to City Electric to redeem Welcome Wagon card for free kitchen gadgets offered by store, meets manager Soll.



TURNED OVER to salesman when conversation reveals that she is interested in automatic washer, the new prospect gets a simultaneous pitch on dryer.

... all over Boulder, Colo., and replacing them with clothes dryers.

Tom Soll, sales manager of City Electric, sells better than one dryer with every two washers—and does it in a city with a high, dry climate

BOULDER, Colorado, has an average of 279 days per year when humidity is less than 40 percent. In this high, dry climate, few housewives worry about whether their laundry will dry when hung out on the family clothesline.

Yet in this sunshiny, highly illogical market, the 51-year-old City Electric & Appliance Co. sells an average of 90 electric dryers per year. During 1954, when 175 automatic washers were sold, 52 percent of the purchasers were also sold an automatic dryer for 220 volt operation. All in all, this achievement was considered so unusual that one manufacturer gave the dealership a special citation, pointing out that City had outsold most dealers in Denver with its 400,000 population, only 40 miles away.

No part of this excellent turnover can be attributed to Lady Luck. Instead, it was the result of several sales-building factors which City Electric has carefully balanced to make the most of its slim chances in the electric dryer market.

"If we had studied the potential thoroughly, we would probably have been too discouraged to put much effort into the field," Tom Soll, sales manager, says. "As it was we simply went ahead with our plans and found that they would work out."

The number one asset at City Electric at the time when the electric

dryer first began to attract attention was the fact that the firm maintains a complete plumbing and electrical contracting department—large enough to total more than 20 men in season. Particularly important, reports Soll, is the electrical contracting service which permits him to offer the customer correctly installed, thoroughly certified 220-volt wiring under any circumstances. The plumbing department, also can tackle the many installation problems involved in providing automatic laundry facilities in the remodeling of an old home—the deciding factor in many prospective sales.

"When we first contact the prospect, we make it plain that we handle the whole installation job from start to finish," Soll says. "This carries a lot of weight, particularly where the home owner has had bad experiences with subcontracting or calling in a handy man. In some instances, it has even been effective to take the home owner back to look at our plumbing division and to pick up valves, hoses, connections, junction boxes, wiring accessories, etc., telling him what the installed price is for each."

Get the Prospect Fast

Thus there are no "ifs or maybes" in the prospect's mind when the washer and dryer are ordered. "We bend over backwards to give complete satisfaction," Soll declares. "If the

job is promised by Tuesday noon, we get it in Monday if at all possible. The one-ticket sale is the sort of thing which home owners talk over with each other and so we try to eliminate any possibility of ill-will."

The benefits of combined plumbing, electrical, and appliance service, of course, amount to nothing unless prospects are developed. For this reason, City Electric Company has for the past three years operated a "welcome service" of its own, whereby each new family moving into the Boulder area (and there have been hundreds during the past 24 months) is met by a City Electric Company representative, almost before the first piece of furniture is carried in. A pleasant greeting and an invitation to visit the downtown store for a free gift are the attractions. The free gift is a plastic bag of handy kitchen gadgets, including egg spoons, tiny strainers, funnels, pot and pan scrapers, and similar items. Attractive enough to be desirable to any housewife, these pull around 90 percent of new home owners contacted into the store. There is one all-important reason for "getting the attention of the prospect first," Soll indicates. This is the fact that most of Boulder's new families are moving in from eastern cities where the climate is far less favorable to outdoor clothes drying. Consequently, City Electric finds it vital

to make its selling pitch on the washer-dryer combination before the housewife gets an opportunity to learn of the preponderance of bright sunny days, summer and winter, which lend themselves to outdoor drying.

One-Stop Installation

Where purchasers of new homes are concerned, installations are relatively simple. However, Boulder has few new dwellings and consequently, the usual home purchaser is buying an old structure. Here, the combination of plumbing, electrical, and appliance service becomes most valuable because one expert estimator can figure all of the costs, all of them on one bill and eliminate all of the question marks from the sale.

Two-hundred-and-twenty-volt wiring in the average new home can be handled at around \$35, according to Soll. In older homes, the installation exceeds \$60. In either case, the electrician and plumber arrive within hours after the customer has inked the contract.

Incidentally, with excellent relations already built up with building contractors in the Boulder area, Soll is doing an energetic and moderately successful job of encouraging contractors to leave space for an electric dryer. "It has only been in recent years that the builders gave thought to

(Continued on page 110)

3



INSTALLATION satisfaction is emphasized by salesman who explains that company handles all details, takes prospect to display of plumbing connections.

4



NEXT STEP is a stop at the prospect's home where salesman measures to see if both washer and dryer will fit in kitchen. Glum expression indicates finding.

5



AFTER FINDING space in basement and convincing housewife of usefulness of location, order is signed and mechanics start installing 220-volt wiring.

THIS FORM Simplifies In-Warranty Repairs

REPAIR ORDER No. 0000

From
Smith Appliance Co.
Greene, Pa.

To:

Date:

Will you please repair as soon as possible the appliance listed below and return it
() directly to the customer.
() to us.

Smith Appliance Co.

Date Shipped: Via:

Appliance: Make:

Model: Serial:

Style: Purchase Date:

Complaint:

Customer: Phone:

Address:

City & State:

PART 1 First of four parts of one-time carbon form is sent by dealer via first class mail to servicing agent. Address should be positioned for window envelope.

From
Smith Appliance Co.
Greene, Pa.

POSTMASTER: Fourth-Class Mail. Contents, Merchandise. This parcel may be opened for postal inspection if necessary.

To:

PACKING SLIP No. 0000

Smith Appliance Co.
Greene, Pa.

Date Shipped: Via:

Appliance: Make:

Model: Serial:

Style: Purchase Date:

PART 2 Second page of the form tears in two along perforation. The upper half becomes a shipping label and the lower half is packed with the appliance.

CUSTOMER'S COPY No. 0000

From
Smith Appliance Co.
Greene, Pa.

To:

Date:

Will you please repair as soon as possible the appliance listed below and return it
() directly to the customer.
() to us.

Smith Appliance Co.

Date Shipped: Via:

Appliance: Make:

Model: Serial:

Style: Purchase Date:

Complaint:

Customer: Phone:

Address:

City & State:

PART 3 Customer's copy contains all important information, will encourage the customer to call the servicing agent, not the dealer; serves as receipt.

PART 4 Final page, printed on card stock, divides into a repair tag and a record for the dealer's files. Note space for completion of information.

REPAIR TAG No. 0000

From
Smith Appliance Co.
Greene, Pa.

To:

Date:

DEALER'S RECORD

Will you please repair as soon as possible the appliance listed below and return it
() directly to the customer.
() to us.

Smith Appliance Co.

Date Shipped: Via:

Appliance: Make:

Model: Serial:

Style: Purchase Date:

Complaint:

Customer: Phone:

Address:

City & State:

Date Packed: By: Postage:

Article returned from manufacturer:

Customer notified: Final Completion:

Comments:

If you don't have a service department, handling in-warranty repairs of electric housewares can be a very unprofitable headache. Here's one way to make it painless and fast for both you and the customer

By **P. T. BROCKWELL, Jr.**

Author of

Successful Small Appliance Service

HANGNAILS and in-warranty electrical housewares failures are alike in a sense. You rarely get one, but when you do, the wrong treatment is certain to intensify and prolong the pain.

When a small appliance is returned to you for repairs, do you find yourself wishing that a factory service station were around the corner so that you could steer your customer there and not only get the job out of your hair, but also be rid of the customer's heckling which often follows even a slight delay? And when a customer sets a recently-purchased iron or toaster on your counter and says that it doesn't work properly, do you sometimes wonder whether she knows how to use it or not?

Some dealers who operate without service facilities dispose of their in-warranty failures by placing the responsibility for returning inoperative appliances to the manufacturer upon their customers. "Send it yourself," some dealers have said—adding, "that guarantee is between you and the manufacturer." A few others offer to pack and ship a customer's appliance for a nominal fee. Whatever reasons one may have to justify practices of that sort are his own business; right or wrong—this is not a crusade.

But you must be a housewares merchant who accepts for adjustment in-warranty failures from your customers—otherwise you'd have flipped the page before now. So let's get on with the story.

Although you haven't factory service stations in your community to which you might refer your customers, the suggestions which follow are intended to help you devise the next best method of handling. Moreover, these suggestions may enable you not only to diminish unnecessary in-warranty returns, but also expedite and

(Continued on page 114)

MORE BUSINESS in electric housewares, small appliance service and major appliances and TV is coming to dealer Al Werry, above, who has trained women clerks to operate this front of store test and quickie service bench while customer watches. It builds traffic which helps . . .



MAINTAIN a \$64,000 volume in his well-stocked electric housewares department and creates customers for \$84,000 business in majors and TV. Werry feels, customers are tired of waiting for small repairs, so they like this . . .



Counter Service for Small Appliances

EIGHT square feet of counter space have grown into an important factor in maintaining the \$63,413 volume in electric housewares of Werry Electric, Palo Alto, Calif. At this counter in the far end of this small-city appliance-TV store, Werry's employees operate a "right now" service and test station for small appliances and lamps brought in for repairs.

This "service right now" facility apparently operates at a loss, for no labor charge is made for any work done at this bench. Yet owner Al Werry believes it is a key factor not only in sales of electric housewares, but in building the store's one-man small appliance service department which grosses more than \$18,000 a year, and it is a help in building traffic for Werry's \$84,000 volume in white goods and

television. Here's how Werry Electric's "service right now" operates, and why it pays:

A customer brings in a small appliance or a lamp to this concern that Al Werry founded in April, 1912. If the trouble is obvious—a broken plug or cord, one of the two women clerks will put the appliance on the bench and repair it while the customer waits, charging for the materials used but not for the labor. If the trouble is unknown, the clerk puts the appliance or lamp on the same bench and tests the circuit and the switch while the customer watches. If the trouble is simple, as it frequently is—new socket for a lamp, small switch or broken connection at the switch of an appliance—the clerk will make the repair. If the trouble is hidden, or something that requires the attention of a trained serviceman, the clerk

MORE ➔

COUNTER SERVICE KEEPS CUSTOMERS HAPPY



IMMEDIATE ATTENTION is given small appliance brought to Werry Electric. Customer is not sent to backroom service department but is taken care of by woman clerk.



SIMPLE WORK is completed immediately to keep customer from having to call back, or pay cost of going through regular service department routine.



MATERIALS ONLY are charged for at this quickie service, but customers appreciate having appliance back in operation that day, start telling friends of service.



SATISFACTORY OPERATION of repaired appliance is shown customer through series test. Regular clerks are trained to handle many common repairs.

explains it to the customer and makes out a job ticket. Then the appliance goes back to the repair department to be handled in normal department routine.

Why should this simple routine be of much value to an appliance store? "Just the fact that more people are bringing their small appliances into us to check or repair at this bench, and that our sale of new appliances is increasing steadily at a time when the market has been upset and when we have been faced with some difficult competition in this area, is proof enough for us," says Mr. Werry. "But if we look into the reasons, I think there are several. The public is tired of having to wait a week or 10 days to get back a small appliance or a lamp that needed no more than a new plug or a socket. And they don't like paying the amount that any dealer has to charge if the appliance goes through his regular service department, even for such a simple bit of work. And another thing, some customers—and that includes some of the best regular customers—get suspicious if an appliance is taken into some mysterious backroom for a few minutes and then the customer is told '... well, such and such is wrong and it'll be \$3 or \$4 and a week to fix it.' Many seemed to think nothing that bad was wrong with the appliance when they brought it in."

"Because our girls test the appliance right in front of the customer, even if the exact trouble doesn't show up, at least the customer will see that it is not just a simple broken wire or lost screw," Werry points out. "And because so many little

things are taken care of right there on the bench, more and more customers come in to us because they feel there is a chance they can take the appliance right back home with them. We've talked a lot in the industry how we've made the homeowner completely dependent on major appliances, but we shouldn't overlook how dependent we've made them on the convenience of the many small appliances we sell them. People can make coffee in a pan, toast bread in the oven, borrow an iron from a neighbor—but they don't like to do it for a couple of weeks. I think many are coming to us because they hope they will not have to go through a period of inconvenience."

"The inconvenience of being without their favorite small appliances is more on their minds in the last few years because so many of the dealers have come to depend completely on service stations. A customer may have bought the appliance from a very reputable dealer who will back it up even if it cost him money—but he will be using a service station or a service contractor for non-warranty repairs and the customer will have to wait longer than they wish. Every day we get some appliances in here that were bought elsewhere in town, and we know that many of these people are becoming steady customers for new goods," reports Werry.

How Palo Altans make use of Al Werry's store's service and test features, and how this service effects the overall appliance-TV business is shown in these ELECTRICAL MERCHANDISING photos.

IT SELLS NEW APPLIANCES



REPLACEMENT APPLIANCES sell regularly to customers whose old ones check out as too costly to repair, but big factor is exposure of Werry's full lines of the newer appliances like skillets and multi-purpose blender to satisfied service customers.



MAJOR APPLIANCES and TV at Werry's profit from traffic and good will built by quickie appliance service. Pleased with store, they are more ready to listen to appliance-TV manager Gene Bulf, with his Westinghouse, Amana and Thermador lines.

REGULAR SERVICE DEPARTMENT PROFITS



REGULAR SERVICE department for small appliances at Werry's is \$18,000 a year operation. Quickie service not only brings business, it frees serviceman from handling minor jobs like plugs, cords, sockets, etc.

WERRY IS EXPANDING THE IDEA

LAMP TESTING, including any length fluorescent, to check if trouble is lamp or ballast, is bringing more lamp business to Werry's from small offices and stores.

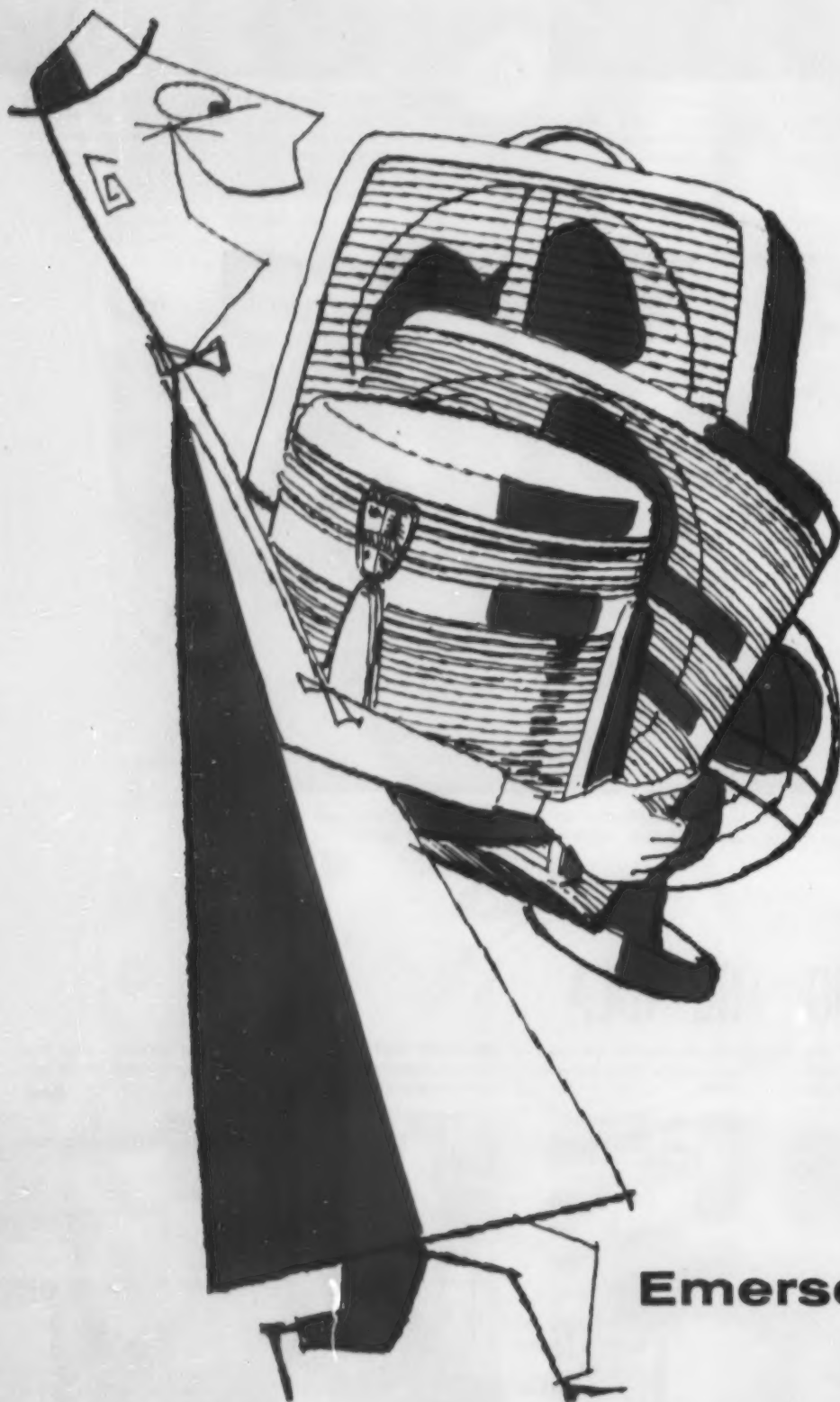


BLANKET TESTING, also while customer watches, is holding Werry's blanket customers, getting him exchange profit and selling extra blankets.

End



Emerson-Electric's "Active Air" Fans mean more customers and profits for you this summer



Great Salesmen Working for You! Big space advertisements in *Life* and *The Saturday Evening Post*... along with Retailer co-op newspaper ads, TV and Radio spots... will tell the story of "Active Air" to millions!



Clinch Sales in Your Store, with this new "Active Air" motion display—dramatically demonstrates the huge air-moving capacity of Emerson-Electric fans! PLUS "Self-Sell" fan tags, fact-filled consumer folders, and Emerson-Electric's "Sales Booster" bulletins.



America's Most Complete Fan Line is now the *fashion* line, too! And the brand new EMERSON-ELECTRIC FAN CATALOG gives you the complete "Active Air" story, *in color*, on every one of these top performers. You'll sell more by having it! ASK FOR CATALOG

No. 3038... and you'll profit more when you order Emerson-Electric fans early! THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.

Emerson-Electric

of ST. LOUIS—Since 1890





HOUSEWARES Give Him First Crack At

DISCOUNT SHOPPERS

FRANK DeMarco's Eastchester Appliances, Inc., at Tuckahoe, N. Y., had a problem: How to increase traffic in a suburban community store?

DeMarco found his answer in a line of housewares which he added in September, 1954. A year later his gross income over a 12-month period had risen from \$135,000 to \$175,000. His daily gross on housewares alone averages \$60 and he operates on about a 40 percent margin.

In the first three months, he sold \$4,800 worth of major appliances to people who didn't know he carried major appliances but who originally came into the store for housewares.

Peculiar Problem

DeMarco faced a peculiar problem. Since the Tuckahoe store was the only one selling major appliances in that community, his sales were mostly impulse sales. The situation was unlike the one in his New Rochelle store where traffic was considerably greater and potential consumers had a chance to "shop" the city for the best discount. Too, the New Rochelle store is virtually next door to one of the city's best stocked hardware-housewares stores.

DeMarco found that when most Tuckahoe people were in the market for a major appliance, they would go to either New Rochelle or New York to find the best deal. They "forgot" the Tuckahoe store because, he reasoned, they were shopping and with only one store in the community, that was hardly the place in which to shop around.

Therefore, he had to create more impulse sales through increased store traffic.

Informal Relationship

He knew personally most of his customers and he used this to his advantage. By querying friends among customers, he discovered that there was only one store—a hardware store—selling housewares in Tuckahoe. Convinced that housewares were a natural addition to an appliance store, he found that the hardware store's line was not a varied one. Many residents were, in fact, going to larger cities, like New Rochelle, to get housewares. It was obvious, then, that the traffic to points outside of Tuckahoe was considerable.

That settled it. DeMarco added a varied line of housewares.

Ordering merchandise for the new

line proved to be an easy matter. DeMarco found a supplier of housewares who was interested in installing the line on a 90-day trial run basis. The supplier decided what should be placed on the shelves and DeMarco was given the option of returning any merchandise he did not want to carry after 90 days—at no cost to him. In most cases returned merchandise were usually items that didn't sell or proved to be inferior.

"For example," he said, "I found that hardware items were not selling. They just didn't fit into an appliance store. When people buy hardware, they usually have something specific in mind and are not interested in browsing around—and I want traffic in the store that will browse around. Too, lack of space and lack of knowledge of hardware were determining factors. The housewares, on the other hand, often are part of appliance use and it's easier to sell them on that basis—as well as to get people to look at my appliances."

Brand Names Carried

The store's line of housewares is now pretty well set. The same supplier of merchandise still receives most of DeMarco's business, but plenty of

Tuckahoe, N. Y., with only one appliance store in town, is no paradise for comparative shoppers. Most of them never even bothered to visit Frank DeMarco's store. So he put in a line of housewares to build traffic and now he sells them majors before they start to shop



salesmen provide him with looks at new products and if these appear promising as traffic items they are added to the store's line. Only brand names are stocked and rather than argue with customers about damaged products or service problems, he gives them new merchandise in exchange and chalks the whole thing up to good will.

At present, an inventory of about \$5,000 is carried. During the first six or seven months turnover was light, but last summer's business was good and he has done considerable reordering.

Arranging Floor Space

Convinced that housewares would effectively help his appliance business, DeMarco didn't hesitate about giving half his space to the new line. In order to do this, he got rid of certain models of refrigerators and other white goods that didn't sell anyway and cut down on appliance items that were either duplications or close to it.

Housewares and appliances are kept separate. One wall display has housewares, the other appliances, with the middle counter similarly divided. It's too confusing for the customer, he

(Continued on page 123)



...Clubwomen

HAROLD SELTZER, Wilmington, Del., dealer has only one person working for him in his store—his wife.

But he has 400 city clubwomen making broiler sales for him.

Extremely promotion minded, Seltzer realizes there are many ways to successfully merchandise a product. But what better way, he asks, than to let women help you sell a product you're trying to sell other women?

Of the varied promotions he employs, the most successful is one which finds city clubwomen actually giving the sales pitch and contacting as well as selling broilers.

Wife Helps in Promotion

Here's how it works:

Seltzer's wife is a member of the board of directors of the city Federation of Women's Clubs. She is able to find out which clubs are planning fund raising activities. When she hears of one, such as a recent American Legion Auxiliary benefit, she advises her husband and the wheels begin to turn.

Seltzer contacts the auxiliary's officers and proposes that he put on the club's program as well as prepare

the food—on broilers, of course.

He asks for a percentage of the ticket sales to take care of expenses of the show. In the case of the Legion auxiliary's affair, where tickets cost \$1 each, he got 25 cents from each ticket sold. In some instances, he uses local professional talent. In other cases, he has an agreement with a Philadelphia agency to supply good yet inexpensive talent. There are many fine entertainers, Seltzer pointed out, who have a couple of days between scheduled shows and who are willing to perform during this in-between time for nominal fees.

The Legion show was made up of a singer, dancer and comedian from a Wilmington nightclub. If ticket sales cannot cover the entertainment cost, Seltzer takes the loss. If, however, he has more than enough for expenses, he returns surplus funds.

"I figure that the club's granting me permission to present the show and to point out the broilers' features is my profit," he says.

Once the show is lined up, he gets seven clubwomen to demonstrate the broilers by cooking the food at the club event under the supervision of

(Continued on page 130)



...Sell His Broilers

HAROLD SELTZER, a Wilmington, Delaware, dealer, puts on shows for women's clubs then gets members to follow up with sales that help him—and the club, too



COOPERATING BRIDAL shop owner Marvin Kirschman goes over details of a plan with Mrs. Harold Seltzer whereby he will give prospective brides free gift certificates to be used in Seltzer's shop next door.



PERFUME STICK is given prospective broiler customer by Seltzer after she has been sent a letter requesting that she drop in at the store to pick up a free gift. Seltzer mails gift offers to old customers and to prospects whose names have been supplied by a mailing list firm.



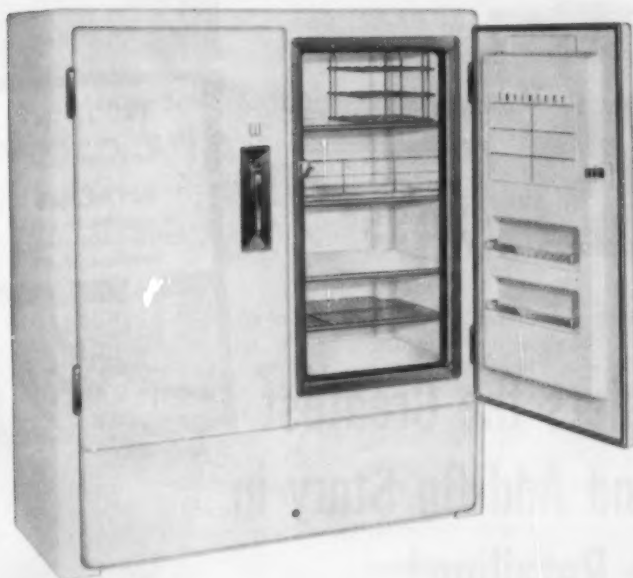
ADVISED OF FUND raising activities planned by a local woman's club, Seltzer and his wife go over plans to contact club officers. If contact is successful Seltzer will present show and demonstrate broilers. Mrs. Seltzer, on the Board of Federation of Woman's Clubs, furnishes contacts.

SURVEY AFTER SURVEY SHOWS CUSTOMERS SAYING:

**"Our next freezer
will be an upright
...and bigger!"**

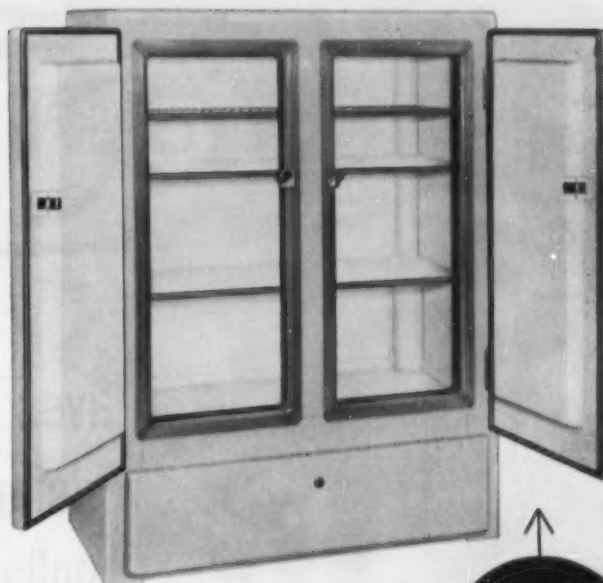


AND WILSON'S GOT THEM—TO ADD TO YOUR PRESENT LINE



**35
cu. ft.**

New Wilson Upright Model BF-350—full 35.38 cu. ft. capacity. Sparkling white, with gold and blue trim. Inventory Chart. Door Racks. Many customer-pleasing features!



**25
cu. ft.**

New Wilson Upright Model BF-250C—full 25.4 cu. ft. capacity. Smart gray finish. Your best answer to the growing demand for a BIG freezer at a low price!

Suggested
to retail
at only
\$599⁹⁵

BIG WILSON SECTIONAL FREEZERS (remote)



30 cu. ft.

Model FI-301, ideal for estates, farms, etc. Can be enlarged later.



60 cu. ft.

Model FI-601, holds 2000 lbs. of frozen food. Easily added to—in sections!



90 cu. ft.

Model FI-901, holds 3000 lbs. frozen food, but only 29 1/2" deep without doors.

Also available with interior compartment doors



**WILSON
HOME FREEZERS**

WILSON REFRIGERATION, Inc., SMYRNA, DELAWARE
Division, Tyler Refrigeration Corporation

THERE'S PROFIT COMING UP IN BIG-SIZE FREEZERS. And you can enjoy this extra—big-size—profit by adding Wilson freezers to your present line. Even if you're already married to a limited line of freezers, you'll find Wilson's non-conflicting sizes an ideal way to meet demand.

Wilson offers the most complete freezer line on the market. There are chest freezers in 15 and 20 cu. ft. capacities, up-rights in 15, 20, 25, 35, and on up to 90 cu. ft. capacities in the bigger Wilson sectional sizes.

Don't turn down any orders. Get the full story on big Wilson freezers today. A few attractive distributor franchises are now open, too. Mail the coupon.

Wilson Refrigeration, Inc., Dept. EM-3, Smyrna, Delaware.

Rush information on opportunities in Wilson ☐ Complete Home Freezer Line ☐ BIG Home Freezers only ☐ Sectional Storage Freezers.

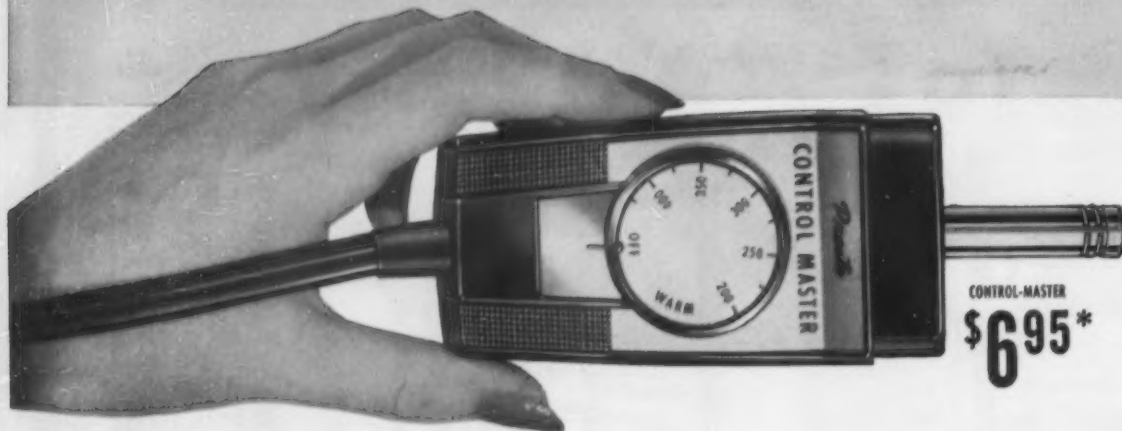
Name _____ ☐ Distr. ☐ Dealer

Address _____

Now! Lowest Unit Pricing in the Industry!

One Presto Control-Master®

**OPERATES A WHOLE FAMILY OF NEW
ELECTRIC SUBMERSIBLE APPLIANCES!**



CONTROL-MASTER
\$6.95*

PLUGS IN
so appliances cook by
controlled heat

DETACHES
so appliances wash
safely under water,
handle and all



Gives Dealers the Greatest Pricing and Add-On Story in Appliance Retailing!

The exclusive Presto concept of a single control for a family of appliances gives you unlimited opportunities for advertising, promotion, and repeat sales! First, a new product advantage—complete submersibility—puts you ahead of all major competition. Second, you go to town with pricing far lower than anyone else can offer. And third—add-on business is a real gold mine! Once your customer owns one Control-Master, the attractively priced griddle or another fry-pan become irresistible “bargains.” Inexpensive “follow-up” mailings bring add-on sales quickly. It’s a whole new picture in appliance selling; get next to it now!

PRESTO 11" ELECTRIC FRY PAN
\$12.95*

PRESTO 9" ELECTRIC FRY PAN
\$10.95*

PRESTO 9" x 15" ELECTRIC GRIDDLE
\$14.95*

Go with Presto®
NATIONAL PRESTO INDUSTRIES, INC.
New Claire, Wisconsin

SPECIAL INTRODUCTORY PACKAGE GIVES YOU

40% PROFIT



**Beautiful Display
Absolutely FREE!**

**Special
Introductory Offer
Means an EXTRA
\$5 Profit for you**

Introductory Package	Retail*	Cost
3 Control-Masters @ \$6.95	\$20.85	\$14.07
1 SS-34 Fry Pan (9 x 9)	10.95	7.39
1 SS-32 Fry Pan (11 x 11)	12.95	8.74
1 SG-33 Griddle (9 x 15)	14.95	10.09
1 Glass Cover for SS-34 Fry Pan	1.85	1.25
1 Glass Cover for SS-32 Fry Pan	2.00	1.35
1 Glass Cover for SG-33 Griddle	2.95	1.99
TOTAL	\$66.50	\$44.88

**An extra 11% for you with this
special introductory price—\$39.88**

Your Profit \$26.62

*Manufacturer's recommended Retail or Fair Trade Price. Fed. tax incl.

Joske's Counters Help Sell Housewares . . .

The big San Antonio department store doesn't cut prices. Instead, it makes it easy to buy at list

ELECTRIC housewares need not be subjected to price cutting, believes Don Fritz, housewares manager at Joske's in San Antonio.

"We get our normal margins by stressing four things: convenient displays of varied brands, satisfactory service arrangement, a convenient payment plan and assurance through demonstrations that the customer is receiving a good value for his money," Fritz declares.

Joske's carries a complete line of General Electric, Westinghouse and Sunbeam appliances, the Universal coffeemaker, Dormeyer mixers and several lesser-known brand appliances.

Let's assume Mrs. Prospect wants an electric toaster but has no brand preference. In this case, a salesman will direct her to a counter with a variety of brands and models. She can choose an inexpensive off-brand model or a higher-priced name brand model. In any case, because the store has such a variety at all prices, Mrs. Prospect rarely will shop around for discounts.

Low Prices And High Prices

"After all," Fritz says, "if she's shopping for price, we can give her a low price on an off-brand model. If she's looking for quality and brand name, then she's rarely concerned with discounts. Either way, we get our normal margin. We have enough variety so that if Mrs. Prospect really wants a toaster, she will buy it from us."

If, on the other hand, Mrs. Prospect is only interested in the General Electric toaster, for example, Joske's has a counter devoted exclusively to G-E products. Other counters exclusively display Westinghouse and Sunbeam appliances.

The feeling here is that if the product's manufacturer means so much to

Mrs. Prospect, she may be interested in other items the firm produces. She may not buy today, but she's been exposed to the line and may be a future customer.

"It also makes her quality conscious and by seeing the products at their list prices, Mrs. Prospect can begin to accept that price and not look so hard for discounts," Fritz adds.

Demonstrations Big Help

Fritz firmly believes that in-store demonstrations help stimulate consumer interest and sales. Several demonstrations are going on all the time. General Electric coffeemakers dispense coffee to customers while at another counter, cakes and cookies are baked and offered free. And close by, a saleslady shows off the Oster juice mixer.

Although G-E and Oster pay the salary of their demonstrators, they assist the regular Joske's staff in sales of all items the store handles.

"Demonstrations need not require extra help as far as the small appliance dealer is concerned. Items can be placed on counters and demonstrated when a prospect shows interest. I have found that it helps greatly in selling and, often, the prospect who is not quite sold will buy the item because she feels the demonstration was especially for her," Fritz says.

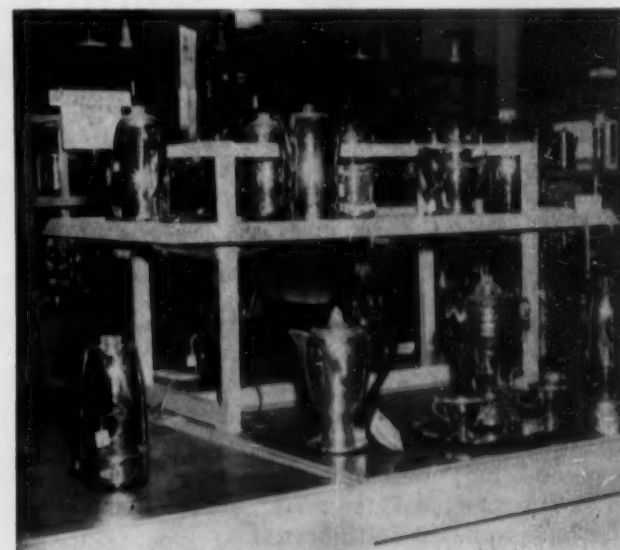
Although the store does not handle its own service problems, it will take an item for repair, send it to an authorized factory service station in San Antonio, and will arrange to have the repaired item returned to the customer. Occasionally a minor repair can be made by store personnel, but this is the exception. However, so that personnel can be of assistance in these minor repairs, they are well ori-

(Continued on page 138)



WITH DISPLAYS BY BRAND

The prospect specified a Sunbeam mixer, so the saleslady shows her one in an all-Sunbeam display, thus exposing her to the full line.



WITH DISPLAYS BY TYPE

If a customer wants a coffeemaker, but doesn't have any brand preference, this counter gives her a choice of type, brand, price and capacity.



WITH DISPLAYS BY PRICE.

Since Joske's does not cut prices on housewares, it maintains displays of low-cost appliances like this one to appeal to price-conscious shoppers.

SEE
HOW

Gibson

NEW!

Gibson's Electric Range with Verti-Broiler

broils both sides at once!

Here's the brand new way to broil that gives you a brand new way to sell electric ranges! You can show your customers how the sensational new Gibson Verti-Broiler broils *both sides* of the meat at once. With a touch of the handy control knob, you show them how you bring the twin heating elements up close to the meat, for that quick searing that seals in flavor and juices. The adjustable heating elements give positive broiling satisfaction for steaks, chops, lobster, disjointed chicken, etc., broiled the way you like them, rare, medium rare, medium or well done in *one half* the time. You can prove how vertical broiling drippings drop clear away from the broiler heat, for smokeless, spatter-free broiling. The Verti-Broiler is *twice as fast*, naturally, because it broils both sides at once. And you can close sales with Gibson's new innovation in broiling.



GREAT NEW PROOF THAT *Again Gibson's got it!*



No need to turn meat!

No more watching to be sure both sides are evenly broiled. Verti-Broiler broils both sides evenly—at the same time.

Broils everything!

Adjustable rack holds hamburger patties, lobster, steaks, chops, chicken, fish, etc., for perfect, even-all-over broiling.

..... **FITS ANY MODEL GIBSON RANGE**

Broils twice as fast!

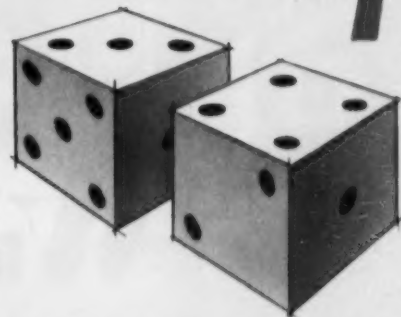
If your normal broiling time is 20 minutes, Verti-Broiler does it in 10 minutes, because both sides broil at once!

Turn of knob adjusts heat!

A turn of the convenient knob adjusts the heating elements towards or away from the meat. No hot pan or broiler juggling!

is rocking the industry

with **7** becomes **11** refrigerators!



the space of a 7...at the price of a 7...yet capacity of an 11

(only 24" wide)

(with a hefty profit)

(10.52 cu. ft.)

Again—for '56—Gibson's got it! The makers of the *world's finest* refrigerators bring you the world's most *wanted* refrigerators. Millions of American homemakers can now solve their space and

budget problems with Gibson's new Big Three. Imagine—in the space of a 7 footer...at the price of a 7 footer (under \$200.00) here are three models with the capacity of ordinary 11 footers!



**Gibson Custom Refrigerator
MODEL GP-104B**

- Push Button Defrosting
- Full Width Freez'r Locker
- Sliding Crisp'r
- 4 Deep Door Shelves
- 2 Egg Racks—Butt'ry



**Gibson Deluxe Refrigerator
MODEL G-102B**

- Full Width Freez'r Locker
- Sliding Crisp'r
- 3 Deep Door Shelves
- Egg Rack
- Only 24" Wide



**Gibson Economy Refrigerator
MODEL G-100B**

- Full Width Freez'r Locker
- 3 Deep Door Shelves
- Egg Rack
- Chill'r Locker
- Only 24" Wide

Get the facts on these
Gibson exclusives! Mail coupon today!

See Gibson on NBC's TV "HOME SHOW" with Arlene Francis every Thursday!

Gibson REFRIGERATOR COMPANY • Greenville, Michigan

REFRIGERATORS • ELECTRIC RANGES • FOOD FREEZERS • BUILT-IN APPLIANCES
ROOM AND SELF-CONTAINED AIR CONDITIONERS

In Canada: Gibson Refrigerator Company of Canada, Limited

Gibson Refrigerator Company, Dept. EM
Greenville, Michigan

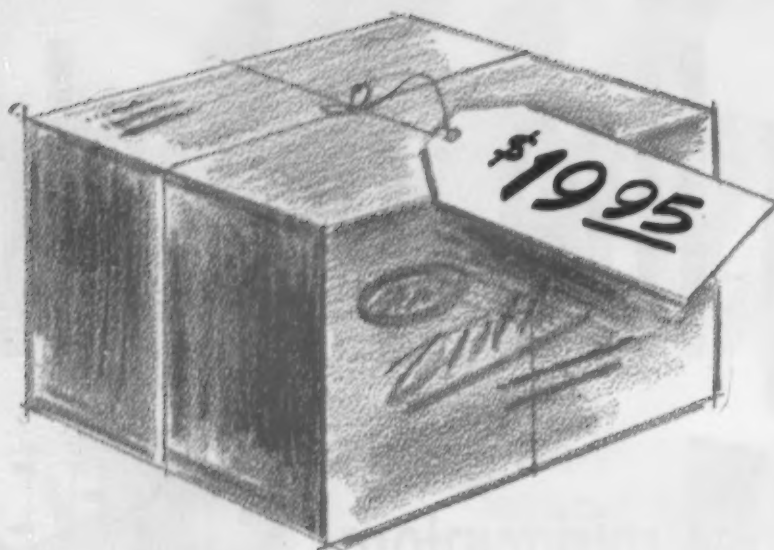
Tell me more about the exclusive Gibson Verti-Broiler, the "7 becomes 11" refrigerators, and the rest of the exciting Gibson line!

Name _____

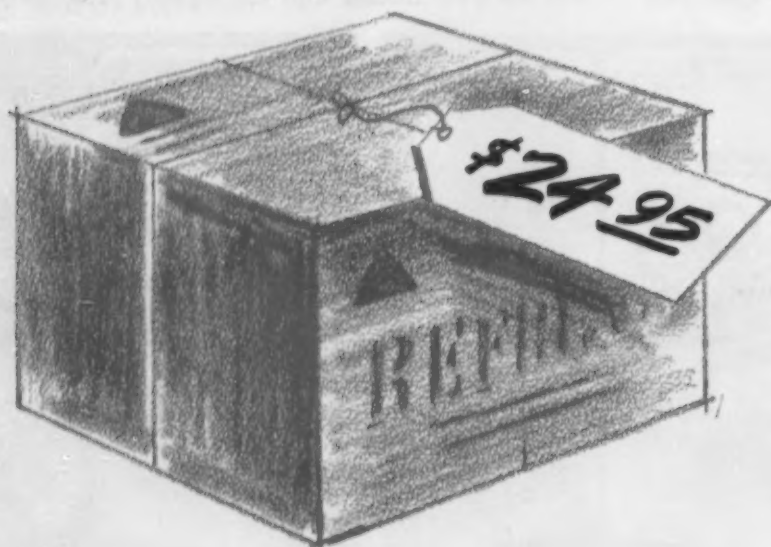
Firm Name _____

Address _____

City _____ Zone _____ State _____



Why is the higher-priced appliance often easier to sell?



Of course price is an important consideration with your customers, but they want quality too — willingly pay more when you *prove* an appliance is better. And that's where Nichrome® helps — for your customers know the Nichrome name . . . gladly

pay a little extra for equipment with the trusted Nichrome heating element. So *tell* them when an appliance has a Nichrome element — that fact helps sell higher quality, full-profit items at every level of distribution!

Nichrome V and Nichrome are manufactured only by



Driver-Harris COMPANY
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Get Your Share

CONTINUED FROM PAGE 77

lions of non-electrics have been sold. Every woman who has ever owned and used a non-electric cooker is a good prospect for an electric model, because the electrics save even more time. There's less watching and waiting for steam pressures to be reached. The correct temperature needed for every recipe, from a steam pudding to a pot roast, is accurately maintained without further concern once the temperature regulator is set.

Rotisseries and Barbecuers

The rotisserie-barbecue business, indoor and outdoor, is booming. Cooking steaks, hamburgers, frankfurters out of doors on the patio with an electric barbecuer, or in the wide open spaces with one of the portable non-electric charcoal models is becoming an accepted American way of life.

There's profit in these products. The many patio cookery shops springing up all over the country are proof.

Some electrical appliance salesmen are so busy trying to sell customers something, they never give the customer an opportunity to buy anything.

They make ideal gifts for the man of the house, for Fathers Day, or for any other occasion. There's added profit in the array of related equipment that goes with this type of cookery—automatic fire starting devices, extra spits and skewers, long handled serving sets, asbestos gloves, charcoal briquets, plus a whole battery of electric cooker-fryers, grills, warmers, coffeemakers, toasters needed to prepare a complete patio meal.

Hotcup-Water Boiler-Kettles

Hotcups, tea kettles and water boilers, all variations of the same theme, have been on the market a good many years. However, starting in 1954 these

(Continued on page 103)

What Makes Him Tick?

Who? Why the average appliance dealer of course. Is he Republican or Democrat; college man or self made business man; married or single? What is his income? Is he a lodge member or simply a non-joiner? The answers to these and dozens of other points which make the appliance dealer a human being as well as a factor in your community will be found in an article to appear soon in . . .

**ELECTRICAL
MERCHANDISING**

here's why
more families are buying
Hotpoint
Automatic Electric Ranges



see inside

Available in beautiful,
decorator-approved
Hotpoint
Colortones

FIRST WITH THE FINEST FOR '56

Only Hotpoint offers the world's
that cook everything in the

**NEW Hotpoint
SUPER DELUXE
AUTOMATIC
ELECTRIC RANGE**
... world's finest
automatic range!



**SUPER-MATIC COOKS ALL WAYS
... AUTOMATICALLY!**

No cool spots, over-heating,
burning, scorching or boil-overs.



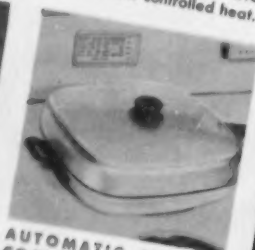
**AUTOMATIC SURFACE
UNIT** ... Fry, boil, saute, pan
broil and grill with thermostat-
ically controlled, balanced
heat at all times.



**AUTOMATIC FRENCH
FRYER, DEEP-WELL
COOKER** ... Makes soups,
stews, economy meals—even
bakes under controlled heat.



AUTOMATIC MEALTIMER
... While the Super-Matic
watches the temperature, the
Meal timer watches the time.
The Hotpoint Range does the
rest. Super-Matic in Single and
Double-Oven Models.

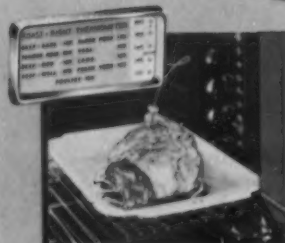


**AUTOMATIC CUSTOM
COOKER-SERVER** ... It's a
frying pan, a grill, a water-
less cooker, even a Dutch
Oven, precision timed and heat
controlled by the Super-Matic
Calrod® Unit and Meal timer.

**FRIES, BROILS,
SIMMERS AND STEWS
... BAKES,
DEEP FRIES, ROASTS
AND GRILLS—
EVEN BARBECUES
... AUTOMATICALLY
with Precision Temperature
and Time Control!**



NEW "SUPER 2600" CALROD
—world's fastest surface unit ...
faster than any other. Every Hot-
point Range has it!



**NEW ROAST-RIGHT THER-
MOMETER**—roast any way you
want ... automatically! Roast-
Right Scale tells exact doneness.



NEW HANDI-RAISE BROILER
—lower to broil, raise to sear for
professional results without touch-
ing pan or rack.



NEW HANDI-CARVE RACK—
carve and serve barbecues any-
where you like right from the Rota-
Grill ... no slip, no skid!



**COLOR-LIGHTED PUSH-BUT-
TONS**—automatically shows which
heat is on! Color-keyed to sur-
face units they control.



**AUTOMATIC GOLDEN GRID-
BLE**—grills and fries with perfect
golden brown results every time.
(Optional for four models.)

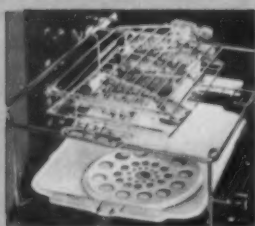
AND ONLY WITH HOTPOINT CAN YOUR CUSTOMERS ADD DELUXE ACCESSORIES TO ANY RANGE THEY CHOOSE!

FASTEST cooking in Ranges book AUTOMATICALLY

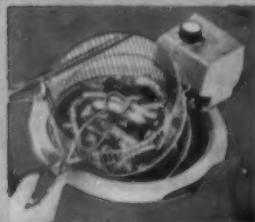


**NEW HOTPOINT STANDARD
AUTOMATIC ELECTRIC RANGE**
... new extra-value low-cost special!

**NEW HOTPOINT DELUXE
AUTOMATIC ELECTRIC RANGE**
... new medium-priced value leader!



**NEW AUTOMATIC ROTA-GRILL
ROTISSERIE**—barbecues all
meats and fowl outdoor-style two
ways ... automatically!



AUTOMATIC GOLDEN FRYER—
prepares crispier, tastier french
fried foods—seals in flavor. (Op-
tional for three models.)

**NEW HOTPOINT SUPER-30 DELUXE
AUTOMATIC ELECTRIC RANGE**

... new value-packed, space-minded beauty!

**See the Complete
NEW Hotpoint
Range Line for '56,
now ... six new
39-inch models and
two new 30-inch
models in all!**



Hotpoint

First
WITH THE
Finest FOR '56

will be pre-sold to your
prospects with a hard-hitting
Merchandising Program

SPEARHEADED BY
ABC's TOP-TEN-RATED TV SHOW

the adventures of **OZZIE and HARRIET**

...with Harriet doing the selling for you



- Consistent National Magazine Advertising
- Liberal Co-op Advertising
- Tested, Timely Promotions
- Comprehensive Sales Training Programs

GO WITH HOTPOINT FOR A MORE
PROFITABLE 1956 AND GROW WITH
HOTPOINT IN THE YEARS AHEAD!

Your Hotpoint Distributor is ready to help you—
CALL HIM TODAY!

look to Hotpoint
for the finest... FIRST!

RANGES • REFRIGERATORS • DISHWASHERS
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS
AUTOMATIC WASHERS • CLOTHES DRYERS
AIR CONDITIONERS • CUSTOMLINE

Get Your Share

CONTINUED FROM PAGE 98

products took a new lease on life. Forward-looking manufacturers, aware of the growing popularity of instant coffees, teas, cocoa, and soups—brought out redesigned models with greater capacities, higher wattages, and modern styling. They are elegant enough for use at the table. Some models provide tea-brewing facilities to hold tea bags or loose tea, whichever the customer prefers. Capacities range from one to four quarts and from four cups to 10 cups.

Some models automatically bring water to "near boil" temperature, then adjust to "keep warm" for an indefinite period. Automatic safety cut-offs, immersion type built-in elements ranging from 550 to 1250 watts; high, low, and 3-speed temperature controls, egg racks and trigger spout caps are other features. Finishes include chrome on copper, aluminum and copper with silicone. Some models have attached covers. Others are open style, wire covers are optional.

They make ideal gifts for a variety of occasions. Top makes include Dormeyer, Duralux, Empire, General Electric, Jet-O-Mat, Knapp-Monarch, Lecki, Manning Bowman, Mirro-

When an electrical appliance salesman finds his job becoming routine, he should get out of the business.

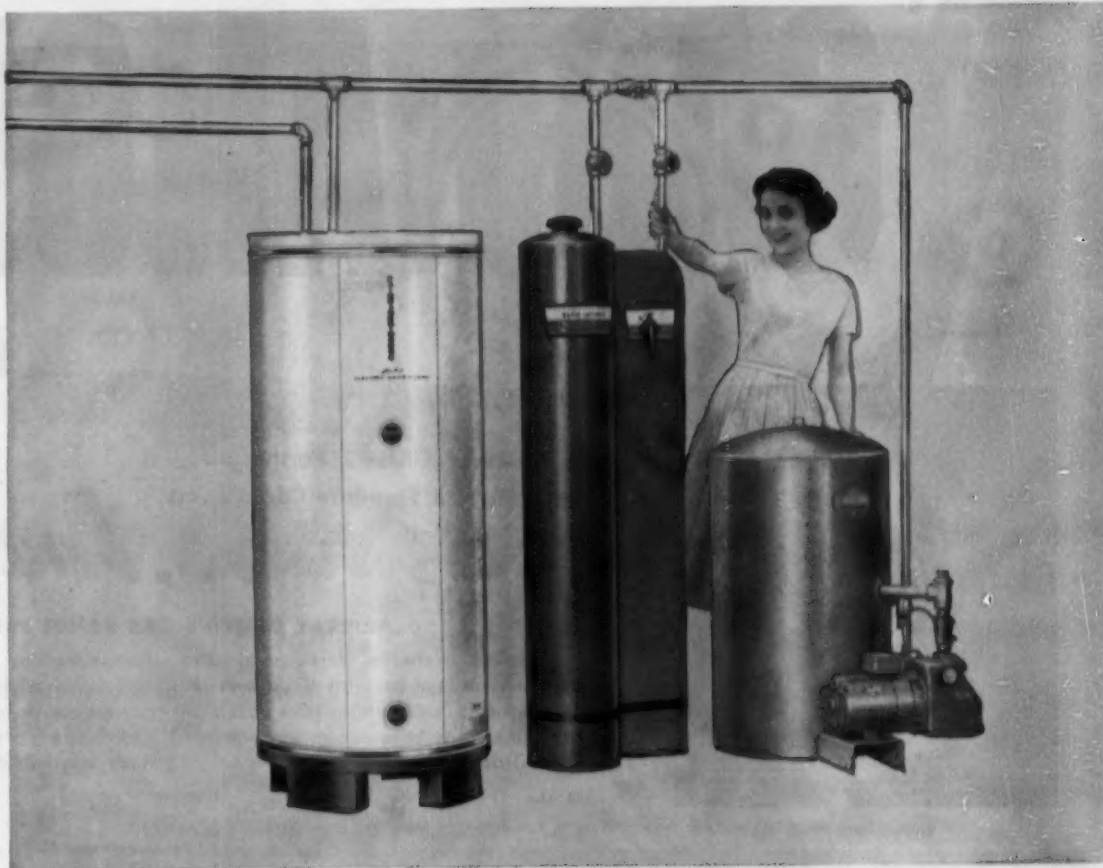
Matic, Silex, Sunbeam, Universal and West Bend.

Colored Housewares

In the past two years color has been slowly creeping into electric housewares. Sparked by Casco in January, 1954, with the introduction of their steam iron handles in a choice of four pastel shades, many manufacturers quickly got on the bandwagon, providing pastel handles on coffeemakers, irons, portable mixers, etc. Blender and standard mixer bases soon were made in popular pastels, and now the 1956 toasters are blossoming forth in pastel porcelain enamels and other high heat resistant baked-on enamel finishes. Copper and coppertone finishes have been popular for several years on deluxe models of automatic coffeemakers, mixers and blenders, and in 1956 many toaster lines included copper models.

These colors lend themselves ideally to promotions especially for wedding gifts.

Presenting matching sets of copper finished electric housewares or matching sets of pastel staples such as toaster, steam iron, mixer, coffeemaker and blender—are a natural for selling the idea of "a Matching Wardrobe of Housewares for the Bride." This will serve as a useful sales tool by setting a new fashion trend toward matching housewares in the home. *End*



I'm selling for Fairbanks-Morse!

You—and your customers—will run into me often this year. Open The Saturday Evening Post, Farm Journal, Capper's Farmer, Progressive Farmer, Sunset or Household Magazine and I'll probably be there. I'll be selling Fairbanks-Morse products every time.

Join me. You'll make money.

You see, Fairbanks-Morse offers everything you need for success:

1. A respected name, known for 125 years
2. Top-quality products, backed by guarantee

3. A complete line of water conditioning equipment—water systems, heaters and softeners
4. Fast delivery of products and parts—our 38 branch offices blanket the nation
5. Sales help and cooperation from Fairbanks-Morse's own men
6. Point-of-purchase sales aids
7. A cooperative advertising program
8. Giant national advertising support

I'm looking forward to working with you. You'll find it's always better to sell the best.



FAIRBANKS-MORSE

a name worth remembering when you want the BEST

WATER SYSTEMS • GENERATING SETS • MOWERS • MAGNETOS
PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES

Fairbanks, Morse & Co., Dealer Div., Dept. EM-4
600 S. Michigan Avenue, Chicago 5, Illinois

I'm interested in selling Fairbanks-Morse products. Send detailed information and have your representative call.

Firm name

My name

Address RD

City State

"GAS RANGES give us our



says MURRAY GIDSEG, Partner
Jamaica Stove & Furniture Corporation
Jamaica, New York

... And Dealers

MURRAY GIDSEG'S GAS RANGE PROFIT POINTERS

"We give 'em a choice, demonstrate the features and follow-up with good service, to keep 'em sold. Gas ranges give us a bigger profit than any other major appliance," says Mr. Gidseg.

Demonstrations on hooked-up models, for individuals and neighborhood groups, regular mailing to prospects, newspaper advertising, good service and tie-ins with gas company promotions, are the sales tools Mr. Gidseg finds most effective in selling gas ranges in volume.

Prospects have plenty of choice in Jamaica Stove & Furniture Corp's. big gas range display.



RETAILING DAILY Gas Ranges Account For Highest Markup, N. Y. Dealers Report

By JERRY LANSKY

Gas ranges bring a higher percentage markup from cost than any other appliance, New York appliance dealers have found. While most specialty retailers are content with markups of 10 to 15 percent, this is our minimum.

Such circumstances add up to two things. 1. There are less dealers with any one brand of range. 2. There is apt to be a very small price differential from one dealer to the next because chances are both dealers bought at the same price.



CASH IN ON OPERATION HOME IMPROVEMENT

'56-the year to FIX!



BIGGEST PROFIT

From Coast to Coast Agree

Survey after survey proves again that dealers make more profit selling gas ranges than any other major appliances.

HERE'S HOW TO INCREASE GAS RANGE SALES AND PROFITS

- 1. DEMONSTRATION.** Live hooked-up gas ranges let you feature the features — show how easy gas ranges are to clean and keep clean — let prospects sell themselves.
- 2. TRAINING.** Knowledge is sales power. Your manufacturer's representative is ready and willing to help train you and your salesmen. Set up a sales training program today.
- 3. TIE-IN.** A million dollar AGA advertising campaign PLUS big promotions such as MRS. AMERICA, DIONE LUCAS, OLD STOVE ROUND UPS, utility HOME SHOWS and SPECIAL PROMOTIONS push up your sales when you tie-in.
- 4. SERVICE.** Follow-up every sale and see that every range is properly adjusted. When you give customer satisfaction, you build consumer following and sales for years to come.

HERE'S WHY:

1. Higher Percent Markup. Compare gas range mark-ups with other appliances. You get more with gas ranges.

2. Faster Turn-Over. You can get more gas range unit sales out of every \$1,000 invested in inventory.

3. Greater Public Acceptance. Your selling job is easier.

4. More Selectivity. You and your customers have a wide variety of makes and models to choose from.

Your own records will show you. When you push gas ranges, you make more money. Ask your manufacturer's representative or your gas company, how you can *increase your gas range profits EVEN MORE.*

Mrs. Ramona Deitemeyer
Mrs. America of 1956



Dione Lucas, popular
TV cooking authority



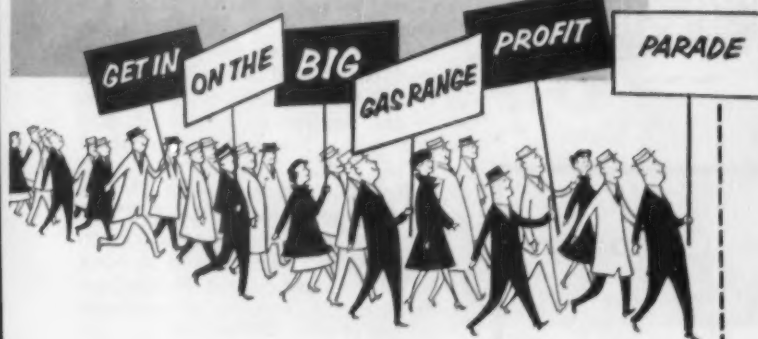
Get In On The Big Gas Range Profit Parade

Mrs. America and Dione Lucas are both selling for you on T-V and in magazines and newspapers coast to coast. Learn how you can tie-in, build floor traffic and sales.

Write for Booklet or ask your Gas Range Manufacturer, Distributor, or Gas Utility.

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.

60 East 42nd Street, New York 17, New York



GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.

60 East 42nd Street, New York 17, New York

Please send me your FREE booklet, "Quickie Demos That Sell More Automatic Gas Ranges".

NAME _____

COMPANY _____

STREET _____

CITY _____

STATE _____

LAU STOCK UP NOW ON AMERICA'S MOST IMITATED FAN LINE

Don't wait until it's too late . . . You'll have a terrific demand for LAU Fans this summer! All new, loaded with saleable features. 5 year guarantee. Styling and decorator colors to set the pace for years to come!

LAU BRINGS YOU EVERYTHING



STEVE ALLEN!

You'll see LAU Fans on the Steve Allen "Tonight" Show, NBC Coast-to-Coast Network this summer. LAU will also be on three other National TV Shows, schedules to be announced later to our dealers.

NATIONAL and LOCAL RADIO!

LAU has planned participations on National Radio Shows, reaching millions of listeners.

LAU will also have local radio participations in more than 80 top markets, permitting dealers to tie-in at the local level. Schedules will be completed in May.

BIG PROMOTIONAL HELPS!

Displays . . . Ad Mats . . . Catalogs . . . Mailers . . . Photo Prints . . . June Bride's Promotion . . . Sales Contests. Get them all in the LAU Promotion Folder . . . they will help you sell more FANS than ever before!

GET BEHIND THE LAU LINE!

You'll sell more Fans and reap bigger profits than ever before. Get in touch with your LAU fan sales representative right now.

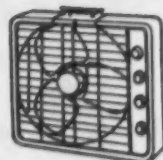


**LIVE BETTER
ELECTRICALLY!**



LAU FANS The Lau Blower Company

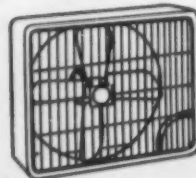
2007 Home Avenue, Dayton 7, Ohio Kitchener, Ont., Canada Azusa, Calif.



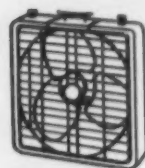
Ultra Twenty



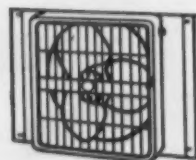
Super Sixteen



24" Belt Drive



Super Twenty



Special Twenty



Twin Twelve

200 Good Prospects

—CONTINUED FROM PAGE 83—

ments to send the overflow to that place."

Since it was going to be a real "party", Strickland knew there would have to be refreshments on hand with plenty of attendants to hand them out. He made arrangements with a fellow Georgia Tech alumnus, Sanders Rowland, of the Coca Cola Company, who agreed to donate the drinks. McDavid & Co. told Strickland that as many distributor representatives as he needed would be sent over to help out.

"Long before the game went on at one o'clock, people began arriving at the store," says Skinner. "By kick-off time we had more than 80 people seated in our show rooms and we had begun to channel the overflow to McDavid's. Even nature cooperated—it was a beautiful day in Miami, as well as in Birmingham, and reception couldn't have been better. All in all, the party was a great success."

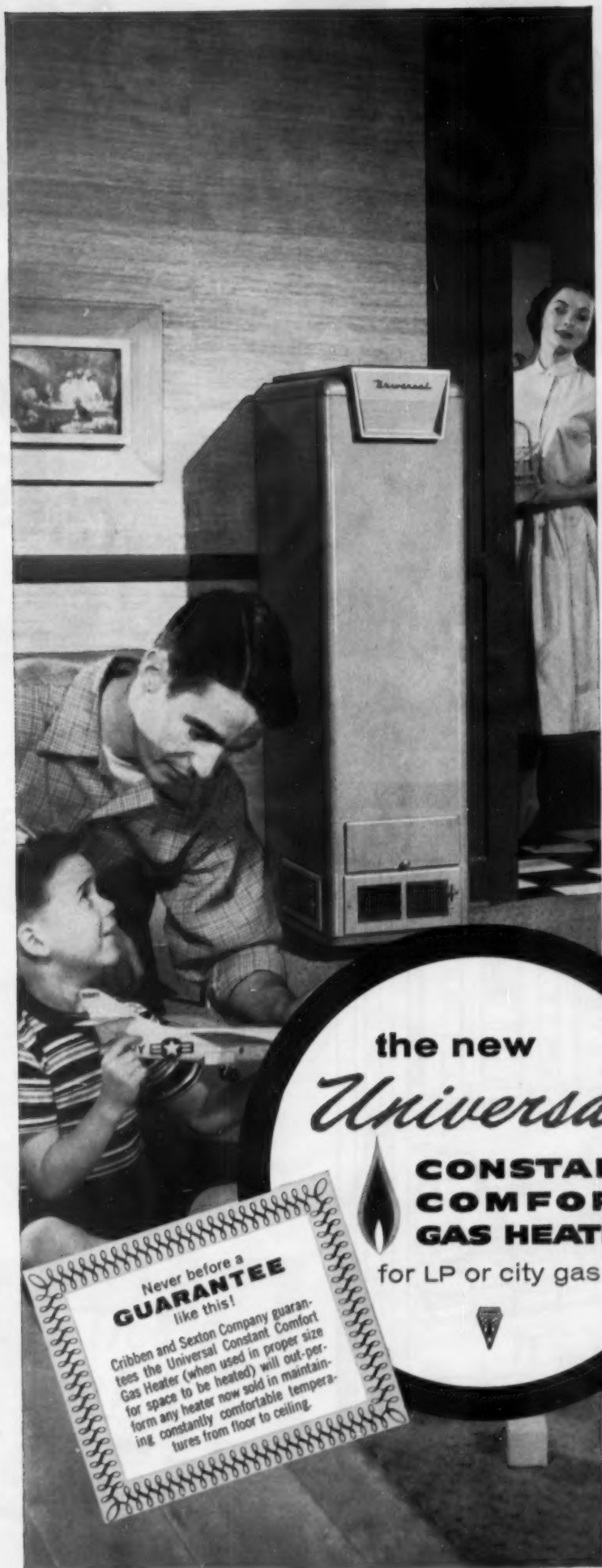
Registrations Are Taken

After registrations were taken, Strickland found that he had 87 guests in his own store and approximately 150 more at McDavid's. Besides three of his salesmen, four office workers and four distributor representatives, the dealer also had two technicians standing by to assure perfect operation of the sets. After the game was over, Strickland and Skinner shook hands with all their guests, asked their opinions of the telecast and thanked them for coming to the "party". One of the distributor representatives handed out literature on color television sets as the guests passed out the door.

Concrete result of the "party" was that Strickland showed an immediate increase in the sale of black and white television sets estimated at 18 percent over normal. In the following 60 days, he sold five color TV sets, four of which he attributes directly to the promotion. In addition, he is satisfied that the stunt paved the way for the sale of more color TV sets and established his name in future buyers' minds as the dealer who can provide the set they want.

"The 'party' definitely identified Lynn Strickland to many people who otherwise would not have known about us," declares Skinner. "But one of our major goals which the promotion achieved was to make future buyers color-conscious. This, of course, is bound to pay off in the future. It created an impression of 'When you think of color TV, think of Lynn Strickland, and we know that thousands of potential customers are going to start thinking about color television in the immediate future, if they haven't already started thinking about it.'"

Strickland's annual sale of TV sets is somewhere around the \$100,000 mark and while better than 95 percent of these sales are still in black and white receivers, the Birmingham dealer expects to triple or quadruple his sale of color TV units in the next 12 months. *End*



Now . . . offer **central heating** **comfort at** **"space heater"** **cost!**

New Universal ends off-and-on heat blasts...guarantees your customers constant floor-to-ceiling comfort!

If there's a market for "space heaters" in your area, there's a many times bigger one for the revolutionary new Universal *Constant Comfort* Gas Heater. Because here, for the first time in 20 years, is an entirely new and efficient home heater principle that ends cold drafty floors and hot ceilings.

Constantly circulates warm, filtered air all over!

Just like the most costly modern central heating systems, the new Universal *Constant Comfort* Gas Heater continuously circulates warm, filtered air all over the rooms at all times. It automatically maintains even temperatures from floor to ceiling. Yet it actually costs *less* than some ordinary "space heaters," requires no additional installation and lowers fuel costs by re-circulating preheated ceiling air.

Act now on this big profit opportunity!

There's already a fast-growing demand for heaters in motels, house trailers and many other *new* locations. Now Universal's many revolutionary new features will open a huge new replacement market in homes, businesses and other locations where heaters are in use.

Don't delay. Rush the coupon for complete details today—plus news about the consistently powerful promotion program that will *move* Universal *Constant Comfort* Gas Heaters right off your floor!

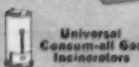
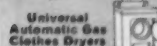


the new
Universal
**CONSTANT
COMFORT
GAS HEATER**
for LP or city gas

Never before a
GUARANTEE
like this!

Cribben and Sexton Company guarantees the Universal *Constant Comfort* Gas Heater (when used in proper size for space to be heated) will out-perform any heater now sold in maintaining constantly comfortable temperatures from floor to ceiling.

Products of
Cribben & Sexton



Cribben & Sexton Co., 700 N. Sacramento Blvd., Chicago 12, Ill.

Gentlemen: Please rush complete information about the special money-saving advantages of placing my Universal *Constant Comfort* Gas Heater order now.

your name _____

firm name _____

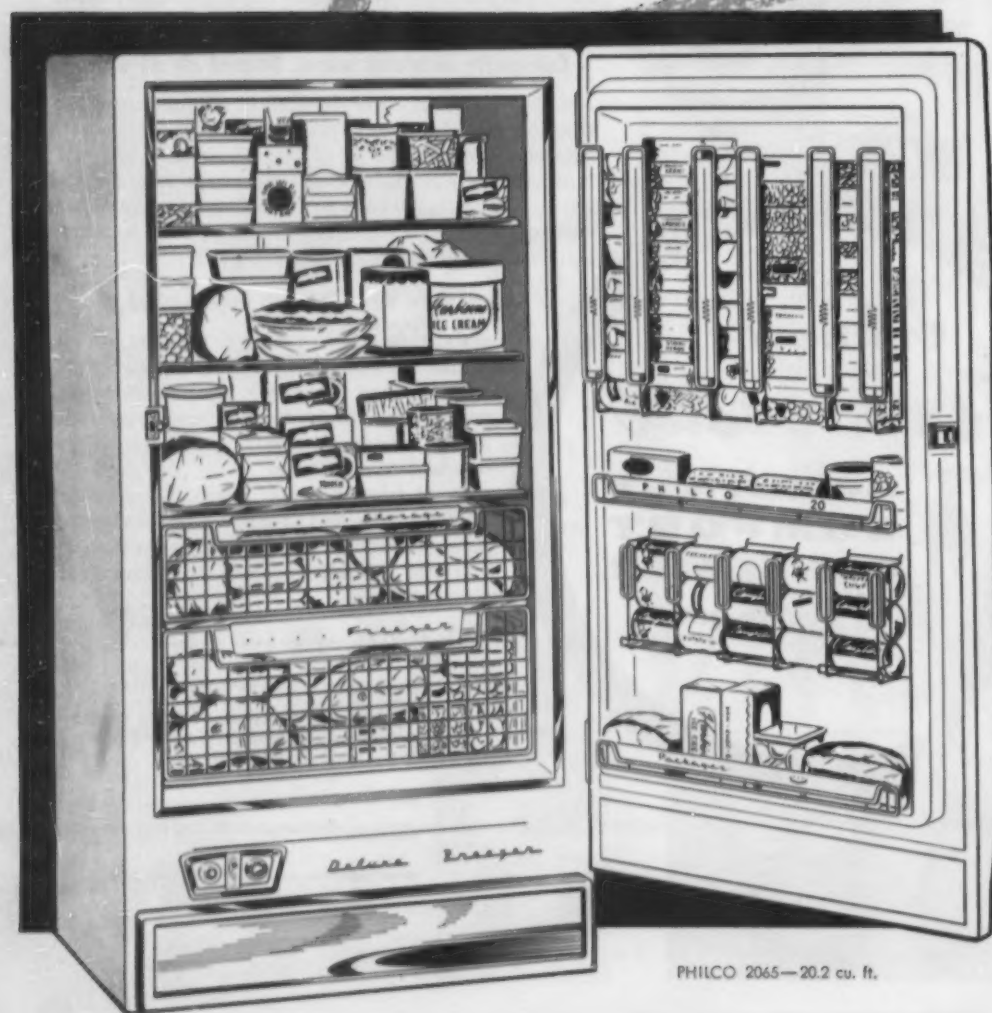
street address _____

city _____ zone _____ state _____

Hottest Profit

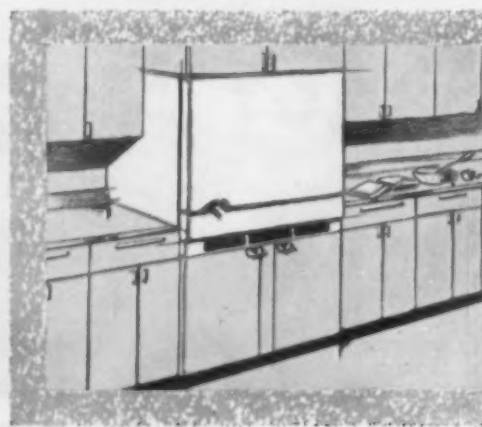
PHILCO

Uprights - Convertibles - Chests



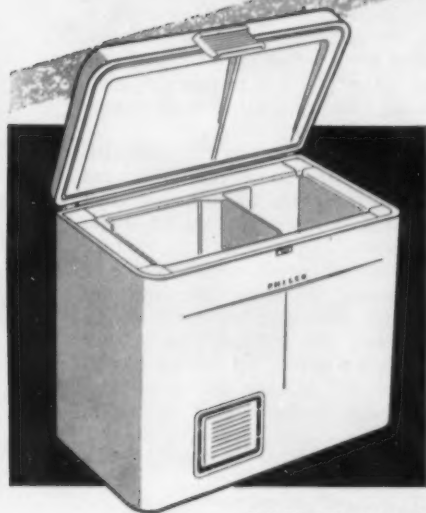
PHILCO 2065—20.2 cu. ft.

Here's exciting news in Uprights — the 1956 Philco, with the self-service door that *hands* you the food, a package at a time. And it's loaded with new features and eye appeal that make it easier to demonstrate and sell. Choice of four models . . . 20.2 cu. ft. holding over 700 lbs., 14½ cu. ft. holding over 500 lbs. and two 14½ cu. ft. color styled models in smart new Philco Startone blue and Suntone yellow.



Line in Freezers

from **\$199⁹⁵**



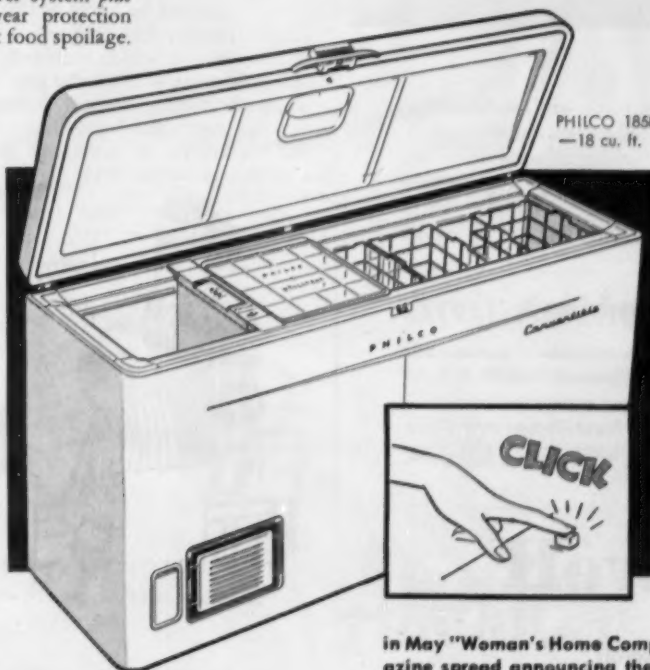
PHILCO 852—8.4 cu. ft.

Even at the lowest price, you can't buy better quality. Genuine white porcelain interior . . . super efficient Philco wrap-around construction. Five-year protection of power system *plus* three-year protection against food spoilage.

If you mean business—if you're in earnest about getting your share of the appliance dollars being spent in your market this year—freezers are a **MUST**. Not just a token line of a model or two . . . but real coverage of today's big selling sizes and types and really hot "come and get 'em" prices. Philco has the products, prices and plans to bring you more profit in freezers in 1956. Get the story **NOW**, from your Philco Distributor.

Built-in Freezer too!

Philco pioneers to put the **APPLIANCE DEALER** into the kitchen business with "Do-it-yourself" sectional units that require no building-in. Now available, is every appliance needed for a *complete* Philco kitchen, including this big 6.8 cu. ft. freezer that holds 238 lbs. Philco V-765.



PHILCO 1858
—18 cu. ft.

World's first Convertible Freezer—with a separate compartment that's convertible to three temperature levels . . . zero, 40° above, or 40° below. Just press a button . . . **CLICK!** . . . to the temperature you need depending on the food you want to store. For bulk storage of unfrozen foods such as turkeys, hams, bottled beverages, watermelons, click to 40° above. For frozen foods, *click* to zero storage. For sharp freezing click to 40° below. It's the most useful freezer ever built . . . and a *real* profit maker for Philco dealers.

Look for it . . .

in May "Woman's Home Companion", smashing full color magazine spread announcing the 1956 Philco Convertible Freezer.

Quick, easy plus profits from Honeywell!

On every dehumidifier sale



New!

Brand new, low-cost, plug-in control makes unit fully automatic. Sell your customers automatic protection, plus new convenience and economy, with every dehumidifier! Honeywell H45A Dehumidifier Control turns unit on and off automatically; controls humidity just like a thermostat controls temperature. Adds efficiency; adds to life of unit; cuts operating costs; ends guesswork. User simply plugs in! List price \$14.95.



On every room cooler sale



Now—plug in thermostatic control of room air conditioning, too! Benefits are easy to sell. This Honeywell thermostat, finest of its kind, keeps room comfort constant by turning air conditioner on and off automatically as room temperature demands. Unit operates only when it's needed; no overcooling, no excessive power costs. Just plug it in. List price, standard TA42M, \$24.20.

Hot new premium idea!

These two Honeywell plus-profit controls are *natural* tie-ins with your dehumidifiers and room coolers. Promote them! A little extra push brings big profit returns without extra sales cost.

Get complete details by calling your local Honeywell office today. Or phone, write or wire Honeywell, Dept. EM-4-54, Minneapolis 8, Minnesota.

Honeywell

112 offices
across the nation



First in Controls

He's Tearing Down Clotheslines

CONTINUED FROM PAGE 85

the automatic washer," he says. "Now, we're trying to get them to do the same thing with the dryer. Two of our builders have gone far enough to provide the needed space and most of the remainder, something like a dozen contractors, will cooperate with us to the extent of letting us look at the plans and giving us time to sell the home owner on the dryer before the construction goes beyond the alteration stage."

In addition to the newcomer who appreciates the electric dryer from past climatic experiences are those Soll calls the "luxury prospect." "This market is not entirely luxury," he admits, "because even though the housewife can get by with drying her laundry outdoors, there is still the matter of back strain from carrying heavy laundry loads up and down stairs, the possibility of rain and snow without warning in the Colorado area, theft, longer time required for drying, etc. We point out to the housewives that we are selling convenience. We usually get results."

Beating Wiring Costs

"Incidentally, the number one obstacle to electric dryer sales in Colorado to date has not been the price of the appliance but the average home owners misconception over the cost of installing 220-volt facilities." "We stop that right now either in the store, or the customer's home. Since we keep a case history on every automatic dryer and washer installation, it takes only a few minutes to dig out a folder which covers an installation similar to that which the prospect is considering and indicate the low cost of the 220-volt wiring."

Budgeting around 5 percent of gross to newspaper, TV, and radio promotion, City Electric Sales has been beating the drum for automatic washer-dryer combination sales throughout 1955 with figures showing sales ahead some 25 percent by July 1 of this year. During January and February, a drawing contest was held in their new \$75,000 showroom, with quarter page newspaper ads inviting Boulder housewives to come down, watch a demonstration and register for an automatic washer

to be given away as a prize. This attracted in excess of 650 women, all of whom watched three models of washers put through their paces, with particular emphasis on the dryer.

Clubwomen's Mecca

Another highly potent source of prospects and one which City Electric feels "is the best investment we have ever made" is the use of the showroom's model kitchen through the winter months by the "Cooking Club," a group of 75 to 100 Colorado University wives, who hold a 2½ hour program of exchanging recipes, instruction on new dishes, etc. For this monthly event, which attracts the wives of professors, graduate students, businessmen, and college administrators, the firm supplies only the showroom facilities. During each club meet, the three automatic washer-dryer combinations, installed along the left wall of the showroom, are thoroughly demonstrated with all salesmen on hand for the purpose. Set up at low cost, with the club members themselves supplying the foods, this bit of cooperation has brought a steady flow of sales in all appliance lines.

Soll learned a long time ago that "using the user" means more in a small community such as Boulder than in larger cities. Consequently, City Electric's salesmen follow up every washer-dryer installation at regular intervals, averaging 60 days, checking over all elements of both machines, oiling them, adjusting them, and calling instantly for a plumber or electrician where preventive maintenance seems indicated.

"We feel that every dryer installation is a feather in our cap," Soll sums up, "in that these are still so unusual in the Boulder area that the housewife who owns one feels inclined to brag about it. If friends make an issue of the fact that sunny days and dry climates take care of their drying problems, the electric dryer owner usually has plenty of defensive comment as well as praise to give. Eventually, such considerations as health, convenience, and keep-up-with-the-Joneses will bring us another customer." End



"THE MEETING OF THE FAITHFUL FANS OF 78 R.P.M. WILL NOW COME TO ORDER."

You can make \$83.50 in the next 5 minutes



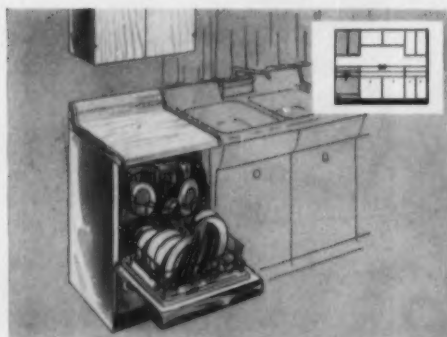
\$18.00 DISPLAY BONUS: ONE STEP! Display the basic kitchen center shown above—and you'll get an \$18 bonus for doing it! (Includes a 42" sink and a 30" base cabinet, with 42" and 30" wall cabinets above.)

with American Kitchens' Big New "ONE-STEP WAY" Promotion to Spring Profits!

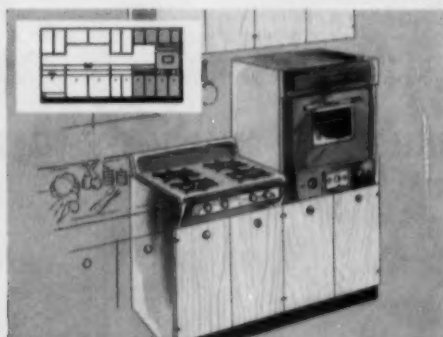
Here's how to get your \$83.50: Simply buy and display the complete "Pioneer" by American Kitchens. It includes the basic kitchen Sink Center, the "Roto-Tray" Dishwasher Center, the "Stack-On" Oven and "Set-In" Range Center, and the matching Corner Unit. That's all you have to do to make \$83.50!

Why are we making this unusual offer? Because dealer after dealer has proved that if you display the "Pioneer" you'll sell it. Its dramatic beauty—combining natural birch and antique copper on a steel frame—is one of the most amazing sales producers the industry has ever seen. It's the only kitchen that sells both the wood and steel kitchen markets... gives you 100% market coverage! And gives you full 40% markup on sink and cabinet sales, full 35% on appliances!

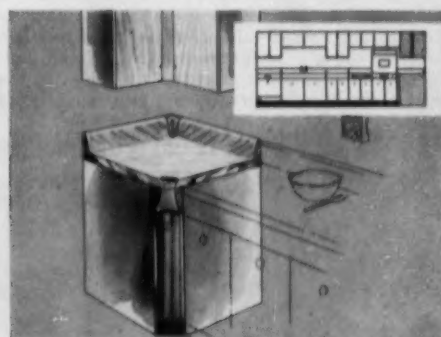
Since some of your customers aren't in the market for a complete new kitchen at one time, the "ONE-STEP WAY" gives you the perfect sales answer—you can begin the sale with the basic kitchen center, then trade up your prospect—one step at a time until he's bought the complete "Pioneer." And the whole promotion is backed up by full-page ads in national magazines and Sunday newspaper sections—plus the powerful sales promotion program shown below! So don't wait—call your American Kitchens distributor today!



\$20.00 DISPLAY BONUS: for adding Dishwasher Center—Total Display Bonus \$38.00 for ONE STEP more! (Includes "Roto-Tray" Dishwasher and 24" wall cabinet.)



\$32.00 DISPLAY BONUS: for adding Range and Oven Center—Total Display Bonus \$70.00 for ONE STEP more! (Includes "Stack-On" Oven and "Set-In" Range, plus two 24" wall cabinets.)



\$13.50 DISPLAY BONUS: for adding Corner Unit for L-Shape display. Total Display Bonus \$83.50 for just ONE STEP more! (Corner Base Handy Pantry, Corner Top, and Corner Wall Cabinet.)

PLUS this wonderful traffic-building offer!

Your customers can get this **AUTOMATIC ELECTRIC SKILLET**. Regular \$19.95 value—for just.....

\$7.95

They can get this by coming into your store to see the beautiful new "Pioneer" on display.



EXTRA! POWERFUL SALES PROMOTION KIT!

One automatic electric skillet... and \$30.00 worth of promotional material. You get all of this—including the skillet—for only \$12.95. Includes:

1 Automatic Electric Skillet
100 Consumer Mailing Pieces
2 Window and Display Banners
12 Feature Stickers

Free Ad Mats, Free Radio Spots
1 American Kitchens Personalizer
Planning Kit—(as long as they last)



CALL, WIRE OR WRITE
YOUR DISTRIBUTOR TODAY!

American Kitchens

DIVISION  CONNERSVILLE, INDIANA

THE ONLY 5-YEAR GUARANTEE IN MIXERS

You sell advantages people want—that only Hamilton Beach has!

Everything's in your favor! The 5-year guarantee—5 times as long as ordinary guarantees—wins customer confidence as nothing else can! It dramatizes Hamilton Beach quality. Just as our "ends hit-or-miss mixing" story dramatizes Hamilton Beach features.

Only the new Hamilton Beach mixer *beats everything* without a spatula! The combination of new, finer-blending beaters and Bowl Control action means *full coverage*, edge to edge, with no dry-center lumps to cause baking failures. The new easier to read Mixguide . . . the new Cake-Mix Timer . . . the easy portability

—all these outstanding features add up to greater-than-ever sales appeal! And every mixer in the line gives you equally big advantages, all backed by the new 5-year guarantee!

Stock up now—the best is yet to come! The biggest national advertising campaign in our history is now under way, creating an even greater preference for the new models—focusing even greater attention on the unique-in-the-industry 5-year guarantee. Call your distributor now! Give yourself the *many* advantages of the most complete selection in mixers!

THE ONLY COMPLETE SELECTION IN MIXERS . . . ALL GUARANTEED 5 YEARS!



New Liqui-Blender has new "Cut-'n-Fold" action that blends faster, cuts finer, for the quickest, easiest food-fixing ever. Two speeds, no-splash top. Retail, \$39.50 white; \$44.50 chrome.



New Mixette now comes in 5 attractive colors—pink, yellow, turquoise, white or chrome. Fits her hand, kitchen *and* purse. New longer beaters, flat back rest. Retail, \$19.50 (colors); \$21.50 chrome.



Home Drink Mixer makes real soda-fountain drinks. Once kids see it, they keep coaxing. Because at home, everyone can make malteds as thick as they like—in *any* flavor. Retail, \$22.00.

Full Profit Margins, of course!
HAMILTON BEACH

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

\$39⁹⁵ RETAIL
in white, including
2 Pyrex bowls.

\$49⁹⁵ RETAIL
in chrome, with
2 stainless steel bowls.

Cake-Mix Timer and
Juice Extractor sold separately,
\$4⁰⁰ EACH.



HAMILTON BEACH
The only mixers
with a
5 Year
Free-Service
Guarantee

Backed by a company in business over 150 years! All Hamilton Beach mixers are so well made, you get a 5-year guarantee—4 years longer than standard guarantees. This covers all parts and labor, including the motor, excepting only the cord set, bowls, and damage caused by misuse.

New!
Cake-Mix Timer
Ends Guesswork!

A "must" when using new package mixes. And only Hamilton Beach has it!

Chimes at any pre-set time, up to 15 minutes. Only \$4.00 more!

ADVERTISED IN LIFE



puts these brands on your best-seller list

Let LIFE's local impact help step up your traffic and increase your sales. Tie in with "Advertised-in-LIFE" products. Remember the facts:

LIFE carries more dollars' worth of appliance advertising than any other magazine.

LIFE reaches the largest audience in magazine history... 3 out of 5 households in an average community in the course of 13 issues.*

These best-sellers will be advertised in LIFE during April:

April 2, 1956

Bendix Washers—page, color
Electric Companies Advertising Program—page
Eureka Vacuum Cleaners—page, color
Frigidaire Dishwashers—page, color
General Electric Dishwashers—page, color
Magnavox Television—page
Philco Refrigerators—page
Spartan Division of Magnavox—1/4 page

April 9, 1956

Admiral Appliances—6 pages, color
Bendix Washer-Dryers—page
Coleman Air Conditioners—1/2 page
Crosley Television—page, color
Culligan Electric Water Softeners—1/2 page
Duo-Therm Power Mowers—page
Frigidaire Refrigerators—spread, color
General Electric Radios—page, color
General Electric Ranges—spread, color
General Electric Tubes—page, color, facing page
Gibson Refrigerators—1/2 page, color
Hammond Chord Organs—page
Homko Power Lawn Mowers—page, c.
Maytag Washers—page, color
Singer Sewing Machines—page, color

April 16, 1956

Apex Vacuum Cleaners—1/2 page, color
Crosley Refrigerators—page, color
Frigidaire Ranges—page, color
General Electric Air Conditioners—page, color



Gibson Refrigerators—1/2 page, color
Kelvinator Refrigerators—page, color
Master Wax-O-Matic—56 lines
Reo Lawn Mowers—page
RCA-Whirlpool Air Conditioners—page
Universal Vacuum Cleaners—1/2 page, c.

April 23, 1956

Bendix Washer-Dryers—page
Coleman Air Conditioners—1/2 page
Easy Washing Machines—spread, color
General Electric Automatic Skillets—page
General Electric Dishwashers—page
General Electric Washers—page, color
Hotpoint Division of General Electric—page, color
Lewyt Vacuum Cleaners—page, color
Norge Refrigerators—spread, color
Pfaff Sewing Machines—page, color
Westinghouse Air Conditioners—spread

April 30, 1956

Duo-Therm Power Mowers—page
General Electric Ranges—page, color
Gibson Refrigerators—1/2 page, color
Master Wax-O-Matic—56 lines
Necchi Sewing Machines—page, color
Norelco Shavers—page
Philco Ranges—page

*Source: A Study of the Household Accumulative Audience of LIFE.

LIFE's circulation is 5,603,875
LIFE's weekly audience is 26,450,000

This Form Simplifies Repairs

CONTINUED FROM PAGE 86

cut the cost of handling the actual in-warranty failures.

It's as simple as A B C.

1. Reduce Unnecessary In-Warranty Returns. Two manufacturers estimate (highest and lowest) and many dealers know from actual experience that from 30 to 60% of alleged in-warranty failures bear evidence of the customer's ignorance of proper use and care of the appliance. It follows, therefore, that you may be able to cut down immediately on unnecessary in-warranty returns by insisting that your sales personnel give a thorough demonstration at the point of sale—no matter whether the customer has used an appliance similar to the new one or not.

2. Select a System. To get rid of the job with one handling, send it to your nearest factory authorized service center as you no doubt have been doing, but instruct them to return the repaired appliance directly to your customer. This method not only saves you some handling expense—such as receiving, unpacking, notifying the customer, and returning—but also it relieves you of the time-wasting business of acting as a go-between for the customer's inquiries when the job is delayed. If you like this idea but feel that it has to be sold, emphasize these three points: (1) it is quicker because one heat has been eliminated from the ailing appliance's relay race, (2) if the job is delayed, the customer can communicate directly with the servicing agent and thereby get an immediate response, and (3) the customer will be spared a second trip downtown, for the repaired appliance will be delivered to her door by the postman or other carrier.

If, however, you value your customer's second visit to your store (as a sales potentiality) to pick up the repaired appliance, instruct the service station to return the article to you.

3. Cut Clerical Costs. If you do not already have repairs order forms especially suited to work to be assigned to another firm, it may pay you in the long run to devise a type that will necessitate writing but once every detail relating to the job. The four-part, one-time-carbon form illustrated on page 86, is an example. If the rates are extremely high for this type of printing job in your area, you may decide to work out something a little different—such as the use of a manifold order book instead of the one-time-carbon—but keep in mind that all the designations are important as they serve to remind your employees what information to ask for when they receive an inoperative appliance.

4. Cut Packaging Costs. With a repair order form such as described in the preceding paragraph, an inoperative appliance is ready to be packed

for shipment immediately after it has been received. But unfortunately for some customers, it is at this point that a delay occurs, for though most dealers have adequate wrapping supplies and equipment for parcels that are to be carried away by the purchaser, many do not have the facilities for packaging for shipment. So the dread of improvising prompts procrastination and the ailing appliance may lie in an obscure corner for a few days—just out of your sight—until the customer starts chewing your ear, demanding that you tell her when her toaster will be returned and on investigation you find that the thing hasn't left your store yet. How red can a fellow's face get?

It is unlikely, though, that the employee you designate as shipper will defer his job if he has at least the basic materials to work with—and they are not costly.

Doubtless you already have on hand 36" kraft paper and heavy twine, but to make a strong package you should have also gummed tape not less than 2" wide. You can get a large roll of this tape and a dispenser-moistener for about \$10.

And had you ever thought of stocking a few assorted new shipping cartons for the various small appliances instead of sending one of your employees on a box hunt, hoping he will find among your collection of used cartons a good one near enough to the right size to ensure delivery of the appliance to the service center without further damage in transit?

5. Initial Investment. Prices of materials and printing vary in different localities, of course, and the quantities will depend upon your needs, but after eliminating from the list below what you already have, you can make a quick estimate of the initial cost to institute a new system as suggested herein or to modify your present one.

Printing (form as illustrated,
1000 sets) \$60.00
Tape and Dispenser 10.00
Assorted cartons 5.00
Kraft paper (36") 10.00

6. Cost of Operating the System. From reports based on the records of manufacturers who responded to a query, it was learned that in-warranty failures—including those abused—vary with the kind of appliance from one to two percent of their total electrical housewares output. Moreover, a number of dealers agree that this average of a mere 1½% is a reasonable ratio for the industry. Boiling this down—and speaking figuratively—if you were to drop 2¢ into a box every time you sell a traffic appliance, the chances are good that you would be able to pay from the meager allotment all your in-warranty housewares repairs handling costs, including packing, postage, and clerical expenses. **End**

"WE HAVE SOLD 57 REVCO CHEST FREEZERS IN ONE MONTH"



Left to right: David Dewey, Hugh Sweet, Charles Dewey, Dick Dewey, Roy Dewey and E. C. Dewey.



Left to right: Walter Hanner, Jr., Mrs. Donald Grate, Mrs. Charles Going.



Left to right: Eugene Blaine and Walter Jones.

"REVCO is the chest freezer that's easiest to sell"

"Revco large chest freezer sales are easy to make," according to Mr. Walter Hanner, Jr., of Frozen Food Lockers in Dover, Ohio.

"To begin with," says Mr. Hanner, "fewer manufacturers are offering large chest freezers today—yet our rural families insist on the large chest sizes."

"I've tried other brands of freezers, but I know now that Revco has exclusive features that make a real impression on prospects. We can prove Revco's Faster Freezing Action with the Demonstration Kit—and usually this demonstration is the sales clincher."

"REVCO freezers are a good profit item for me"

"Close to 10% of my profits come from Revco large size chest freezers," says Eugene Blaine of Renton Refrigeration, Renton, Wash. "It boils down to this—we have little or no service problem with Revco. Our customers are satisfied and they tell others who, in turn, become Revco customers for us. Feature-for-feature we can prove that Revco has the best chest freezer."

Revco

SPECIALISTS IN REFRIGERATION



Revco Trend-Setting Products



REVCO'S convincing demonstration—John Fiocca, Revco District Manager, using the convincing Revco consumer demonstration proving (1) Revco faster freezing action; (2) Flavor-Saving food preservation; (3) Lower operating costs.

D&S Appliance on Rural Route No. 1 in Oberlin, Ohio, has handled Revco large chest freezers for four years

"This year we expect to increase our Revco large chest freezer business by 100%—and we are well on our way," says Mr. L. M. Dewey of D&S Appliance. He adds that selling Revco is easy when he and his salesmen follow these steps: (1) tell the Revco product superiority story (2) prove it with the Revco Demonstration Kit (3) be able to compare Revco with competition.

Revco wins out on all three counts, continues Mr. Dewey, and "that is why Revco accounts for 12% of our profit!"

REVCO chest freezers are selling fast . . .

AND HERE'S WHY:

- 1 Only Revco has a complete line of large chest freezers in different price ranges.
- 2 Revco can prove the lowest cost per cubic foot.
- 3 Revco can prove (with a startling consumer demonstration) the fastest freezing action in the industry.
- 4 Only Revco has the advantages of an all-aluminum liner with aluminum tubing bonded to the liner.

You are not really in the freezer business without the REVCO chest line

REVCO, INC.
Deerfield, Michigan

EM-46

Please rush the full story on the Revco large chest freezer program. Prove to me—without a doubt—that Revco and only Revco has a freezer line I can't afford to be without.

Name.....

Firm name.....

Address.....

City..... State.....

Telechron Timer Advertising Puts

Give the gifts that cannot forget... Clock-Radios with Electric Memories!

They're here now, ready for giving...new CLOCK-RADIOS with built-in ELECTRIC MEMORY TIMERS that wake you to music, have the coffee perking, tell you the right time, turn appliances on or off...remember for you—automatically!



Give the bride the gift that remembers to wake her to music and a hot cup of coffee...then tells her the news and the right time, too.



Give the graduate the gift that remembers to turn on the record player...entertains on vacation...and signals when meals are served.



Give Dad the gift that remembers to turn on his favorite sports program when he's busy...and tells him it's train time every morning.



Give Mom the gift that sings to the baby...times the bottle warmer day or night...and always remembers to buzz her when it's ready.



Give teens the birthday gift that remembers to entertain them...lulls them to sleep at night...then turns itself off automatically.



Give the anniversary gift that can turn on fans, television and appliances...or switch them off automatically.



Telechron Timers

make life easy—automatically

Telechron Electric Memory Timers are built into these famous clock-radios: Admiral, Airline, Arvin, Automatic, Benrus, Capehart, CBS-Columbia, Crosley, DuMont, Emerson, Firestone, Granco, Hallicrafters, Magnavox, Mitchell, Motorola, Packard-Bell, Philco, RCA, Raytheon, Sentinel, Silvertone, Sonora, Stromberg-Carlson, Sylvania, Traylor, Truetone, Westinghouse, Zenith. Look for the Telechron name on the dial, or this Seal of Accuracy, when buying a clock-radio. Telechron Timers, Clock and Timer Department, General Electric Company, Ashland, Mass.

*Watch for this full-color ad in the May 5
Saturday Evening Post...plan your gift promotions now.*

We'll help!

New Sell in Gift-Sale Promotions!

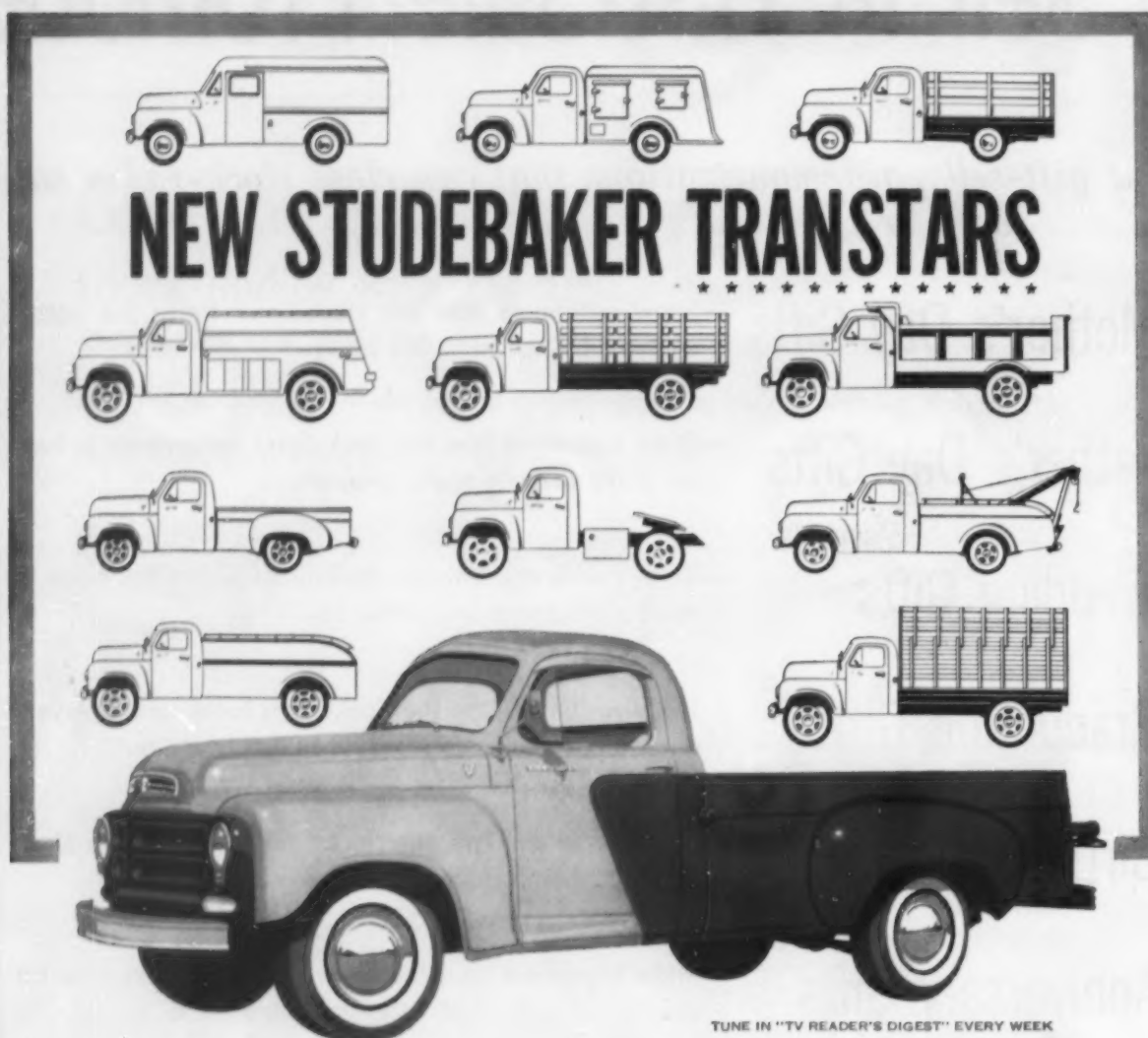
6 different gift-selling demonstrations that can close clock-radio sales

- Mother's Day Gifts —Show customers how the clock-timer times the bottle warmer, buzzes when it's ready.
- Father's Day Gifts —Show customers how the clock-timer remembers to turn on Dad's favorite sports program.
- Wedding Gifts —Show customers how the clock-timer wakes the bride to music, and perks the coffee, too.
- Graduation Gifts —Show customers how the clock-timer turns record players on or off, and signals teens when meals are ready.
- Birthday Gifts —Show customers how the clock-timer lulls them to sleep at night, then turns itself off automatically.
- Anniversary Gifts —Show customers how the clock-timer turns on fans for you, or turns them off after you fall asleep.

free merchandising kit...

Sparkling new counter and window display ideas . . . plus clock-radio display card . . . plus streamer . . . plus mounted reprint . . . ideas galore that stop shoppers, build store traffic, help sell more clock-radios. Write for yours today, and also ask about Telechron clock-radio timer itinerant window and department displays. Telechron Timers, Clock and Timer Department, General Electric Company, 234 Homer Avenue, Ashland, Massachusetts.

Telechron Timers make sales easy—automatically



TUNE IN "TV READER'S DIGEST" EVERY WEEK

*America's easiest riding,
hardest working truck—and here's why!*

Exclusive Twin-Traction Differential*—new pull-away power where other trucks bog down.

Shortest stroke V8—bar none! High torque delivers greater economy. Thrifty 6's, too!

High payload chassis construction—extra-strong frame for long truck life.

Widest clear floor in pick-ups—exclusive double-walled construction with no lost wheel well space.

Cross-link, variable-ratio steering—steadier, easier handling on turns and straightaways.

Two-stage underslung rear springs—smoother going with heavy loads; freer action "riding light."

Improved Studebaker economy—cut your gas-oil and maintenance costs through the years.

Priced with the lowest. Studebaker Transtars are priced for today's market; excel in value!

*Available on 1/2-ton models at extra cost.

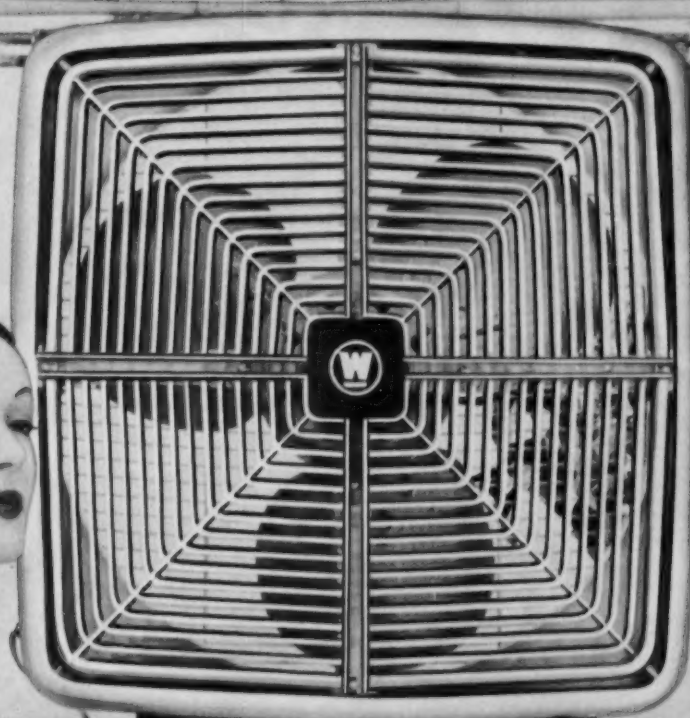
Check your Studebaker dealer before you buy—see why you get more truck for your money when you trade for a Transtar!

STUDEBAKER TRANSTARS *star performers
with saving ways*

STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION—WHERE PRIDE OF WORKMANSHIP STILL COMES FIRST!

YOUR WESTINGHOUSE FAN PREVIEW

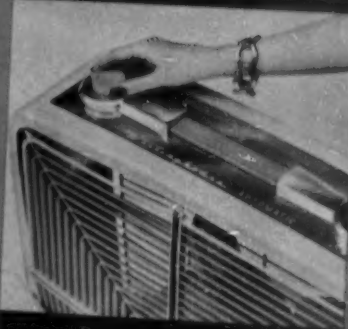
Leaders in the line that will be "FIRST ASKED FOR... FIRST SOLD OUT" again in '56



NEW AND DIFFERENT! THE WESTINGHOUSE AUTOMATIC CONVERTIBLE

The better-built 20" fan with all the new features
your customers want...

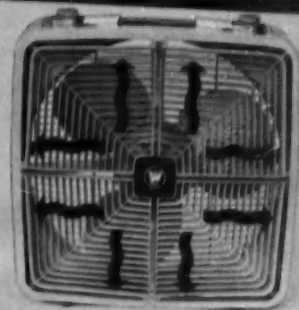
Stops or starts thermostatically



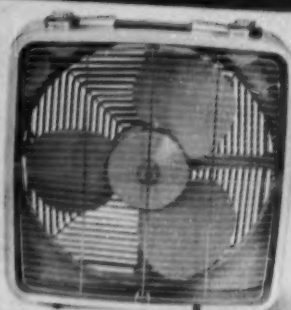
Reverses electrically



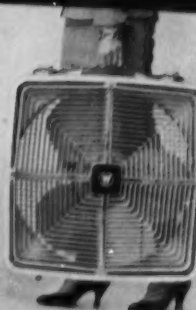
Diffused air through this side



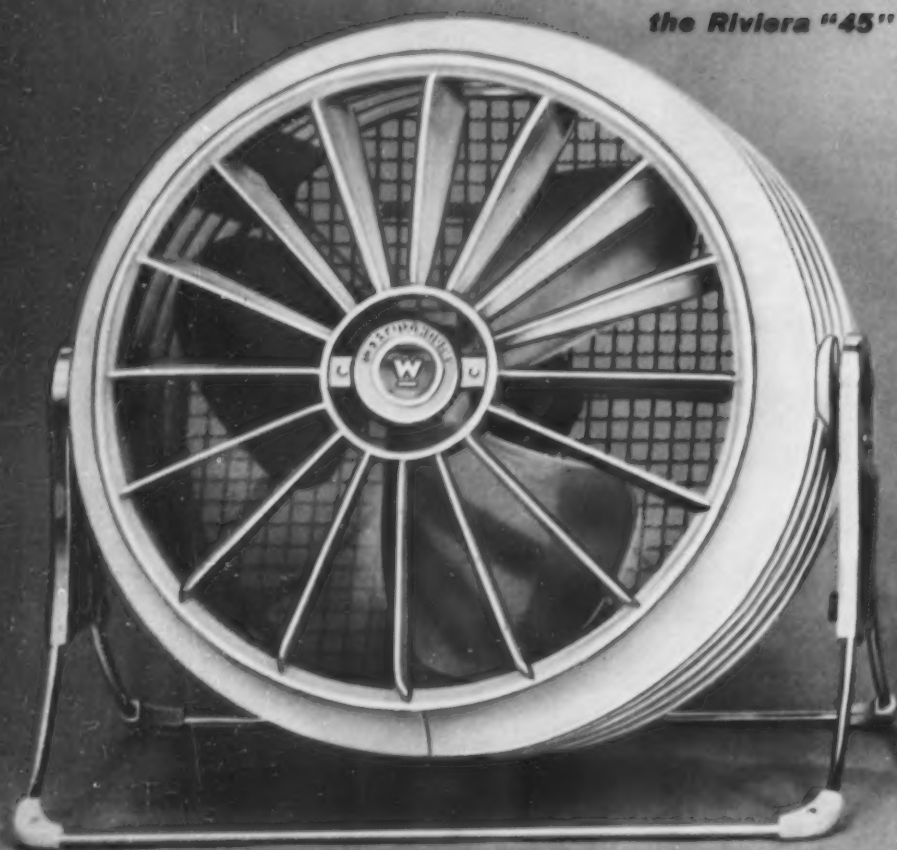
Directed air through this side



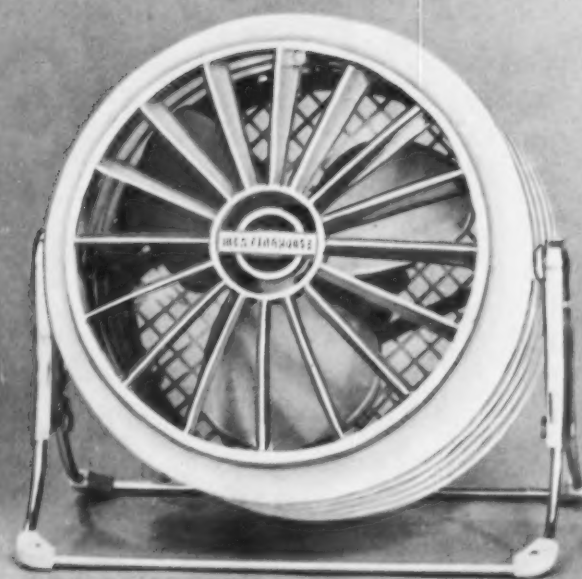
Easily portable



the Riviera "45"



the Riviera "20"



the best-looking family of fans in a size

Most powerful fans for their size . . . for the most powerful sales appeal!

Patented Air-Injector Rings increase fan capacity up to 40%

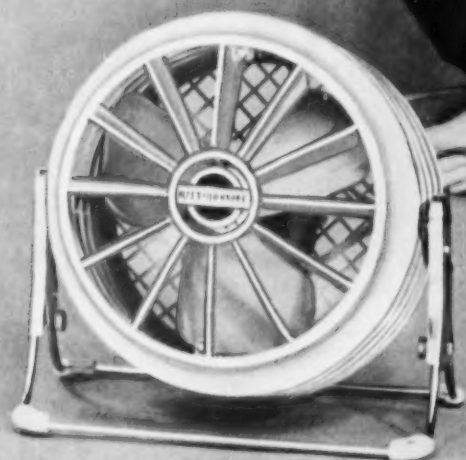
Patented Air-Jet Vanes increase air penetration up to 50%

Enroll in "May Days Are Fan Days"
National NEMA Window Display Contest
\$3000. in U. S. Savings Bond Prizes!

the famous



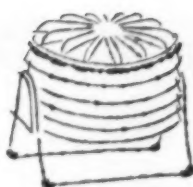
the Riviera "10"



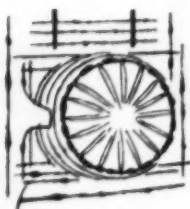
for every need... the Westinghouse

RIVIERA FANS

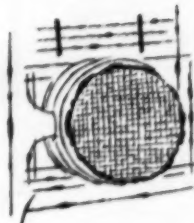
fans



that



cool



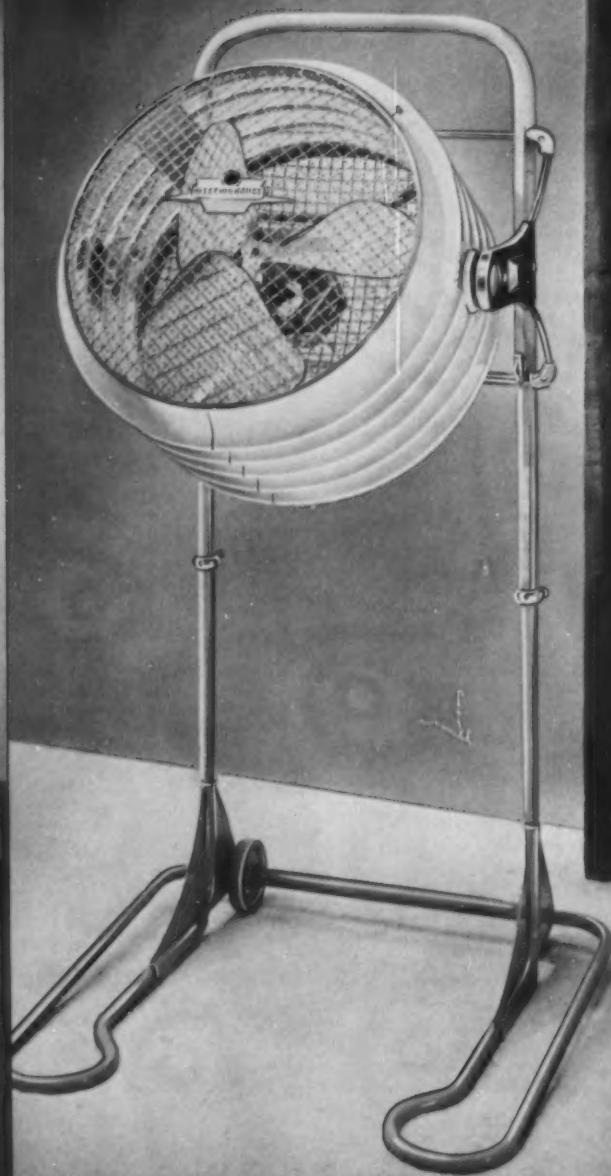
four ways...

the popular Westinghouse MOBILAIRE FANS



Mobilaire (left) . . . the original and still the fastest-selling fan-on-wheels . . . with patented Air-Injector Rings for that extra performance.

New Deluxe Mobilaire (right) . . . the newest fan-on-wheels that rolls, tilts, detaches . . . also with the exclusive Air-Injector Rings.



PLUS 20 other outstanding Westinghouse Fans for 1956 — all guaranteed 5 years! Oscillating, hassock, and exhaust fans, and built-in type ventilators round out the industry's most complete, most advanced line!

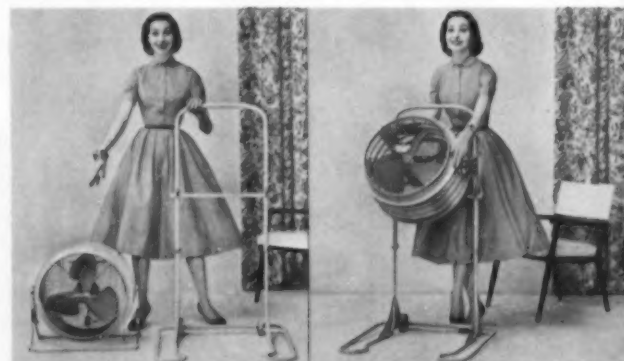
NOTE: More TV support than ever before — a hard-selling fan demonstration by Betty Furness on Westinghouse "Studio One" every week, May 21 through July 23. Tie in! Ask your Westinghouse distributor salesman for the Westinghouse "Hot Weather Package" containing Deluxe Fan catalog, Selling Guide, and sales aids.

YOU CAN BE SURE...IF IT'S

Westinghouse

*Fans Demonstrated
by Betty Furness
on Westinghouse
"Studio One"*

Detaches from mobile mount for use as window, table, wall or hassock fan. **Tilts** through full 360° . . . locks in any position for all around cooling.



Discount Shoppers

CONTINUED FROM PAGE 91

thinks, if the two lines are mixed and the customer is only interested in one of them.

Although equal space is given over to both lines in the store, housewares did get two concessions. DeMarco put on another clerk to help handle the increased traffic. Second, the window and shelf displays were arranged so that traffic driving down the street would spot the housewares line easier and faster than appliance items. He did this because he felt his store—10 years in Tuckhoe—already was known as an appliance store and consumers who were intent on buying appliances didn't need to be told. On the other hand, housewares would act as a spur to appliance sales.

Introducing the Line

To introduce the new line, direct mail form letters were used. Newspaper advertising was not used in this case, primarily because, outside of an occasional ad in the Tuckhoe weekly newspaper, DeMarco advertised in the

Too many appliance dealers these days are so busy getting new customers they never take the time to hold the old customers.

New Rochelle paper daily—but only appliance items featured at both stores.

Although he depends on his own judgment as to what items are selling, he also consults customer-friends in determining his housewares line. As a result, kitchen items predominate. Reasoning, too, that the housewife would buy most appliances, or at least pressure the husband into considering such purchases, it was necessary to have housewares that primarily attracted the housewife. Among kitchen items, DeMarco remarked, wastepaper baskets are a top seller.

"Why, I don't know," he said, "but I do know that they sell well and in (Continued on page 126)



The Sound Retail Plan



puts any dealer
in the
tape business
at a profit!

- Now Soundcraft helps dealers compete in soaring tape market.
- Features low inventory, competitive pricing for fast turnover, complete merchandising aids.

PUT YOURSELF IN THE TAPE BUSINESS

with the most complete Tape merchandising package ever offered. Here it is:

• Four Display-5 packages

Soundcraft Red Diamond Recording Tape
One Display-5 with five 600 ft. reels
One Display-5 with five 1200 ft. reels

Soundcraft Plus-50 Recording Tape
One Display-5 with five 900 ft. reels
One Display-5 with five 1800 ft. reels

• Display Card

One card for shelf or counter, easel-mount

• Literature and Literature Holders

Red Diamond, 40 folders and one holder
Plus-50, 40 folders and one holder

• "Recorders Sold Here" Streamer

Attractive window streamer that tells your customers you sell recorders.

• Wire Rack Bonus

Contact your distributor for sturdy bonus rack.
Holds tape and displays. Lights up with your name.

With this complete package, the Soundcraft Dealer Pack, you start selling to a really fast-growing market. Over 2,000,000 recorders are now in use!

Soundcraft's Dealer Package contains the finest quality tape. The tape your customers want: Soundcraft Red Diamond. Soundcraft Plus-50. Under Sound Retail Plan, tape is priced to compete at a profit! Stocks won't gather dust.

EVERYTHING YOU NEED in one compact package that your Soundcraft Supplier can tuck under his arm to bring you! And to reorder you need only ask for additional Display-5's.

Order this new SOUNDCRAFT SOUND RETAIL PLAN merchandising package from your distributor, or write to Soundcraft direct to find out how you can participate.

FOR EVERY SOUND REASON

REEVES **SOUNDCRAFT** CORP.

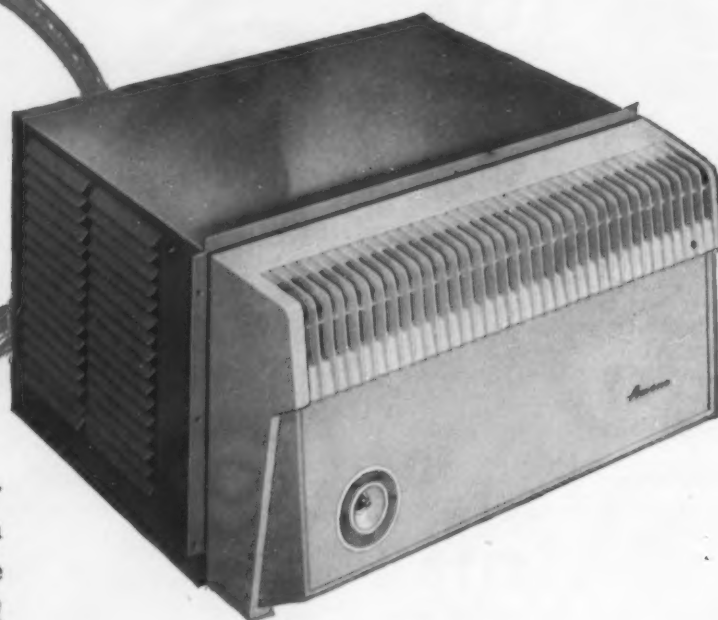
10 East 52 Street, New York 22, N. Y.

338 N. LaBrea, Hollywood, California

Step up Profits this Summer

PULL 'EM IN WITH THE "SCOT"

It's America's top value!



Build lively floor traffic with super-thrifty "Scot" merchandising models. These genuine big-capacity Amana Air Conditioners sell for far less than other comparable models—to give you positive value-price leadership! Feature mighty Powerpact Refrigeration Unit with amazing extra power in reserve.



**It has the luxury features
prospects go for!**

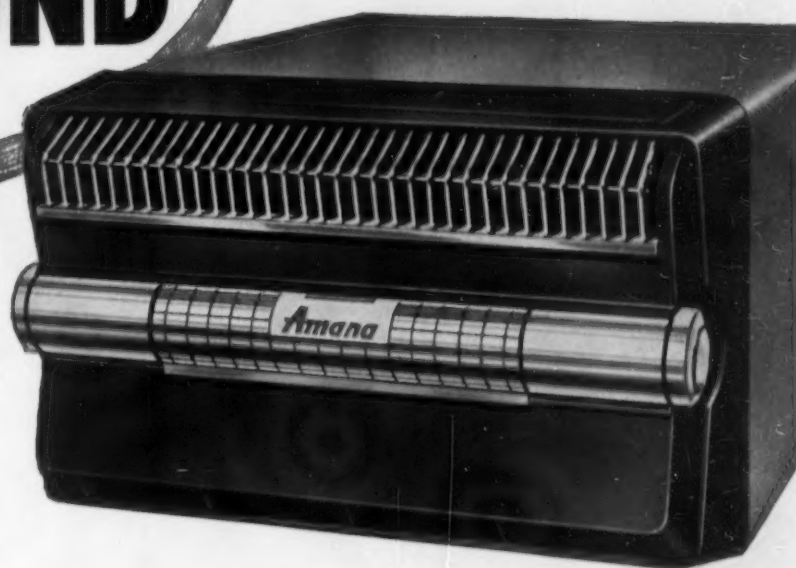
SELL 'EM THE PROFITABLE "DELUXE"

Cash in with the exclusive features that make the "Deluxe" a real value. Like Jet-Flow Cooling (boosts cool air capacity as much as 20%) • "Wall of Silence" (makes it the quietest air conditioner on the market) • Automatic Thermostat • 100% air filtration • $\frac{3}{4}$, 1, and $1\frac{1}{2}$ hp models fit any window, flush inside or out.

SELL 'EM UP TO THE HIGHLY PROFITABLE "YEAR'ROUND"

It's just the "ticket" for those
who want the very best!

Here is the last word in a luxury air conditioner. Provides true balanced climate — all year! Every feature of the "Deluxe," plus exclusive activated charcoal Amana-Magic Filter, Single-Knob Glider Control, Dial-Matic Timer — even a Chill-Check Heater! ½, ¾, 1, and 1½ hp models.



EXCLUSIVE WITH *Amana*

...FEATURES LIKE THESE HELP YOU SELL!

- "Jet-Flow" Action boosts cool air output up to 20% without using more current.
- "Wall of Silence" triple insulation makes Amana the quietest air conditioner on the market.
- Amana-Magic Filter removes dust, dirt, pollen, even odors.
- Amana Quality assures dependable, trouble-free operation. Backed by the industry's most powerful warranties.

GET THE FACTS! FILL OUT THIS COUPON AND MAIL TODAY!

(Want fast action? Wire collect!)



*Backed by A Century-Old Tradition
of Fine Craftsmanship*



Amana Refrigeration, Inc.
Amana 16, Iowa

Gentlemen:

Quick! The facts on the new Amana Room Air Conditioners and how they can boost my profits!

Name _____

Address _____

Store _____

City _____ Zone _____ State _____

NEW
DOMINION
11½" IMMERSIBLE
FRY-SKILLET



**...full profit margin sales-builder for
Mother's Day, June Bride promotions**

Here's a gift the girls will really appreciate. And you can bet plenty of your customers will be buying the Dominion Fry-Skillet for Mother on her day . . . and for that very special June Bride.

No wonder! The big 4-quart capacity with deep, square design is perfect for the newlyweds or a family of five. And it's immersible for easy cleaning . . . features automatic controlled heat . . . retails for just \$19.95 (cover

in polished aluminum or copper finish slight extra cost).

Backed by continuous national advertising in leading consumer magazines, TV and radio — the new Dominion Fry-Skillet will give you plenty of busy sales days. And, more important — *full profit margins with a healthy profit percentage on every sale.* Better check with your Dominion distributor today!

 **DOMINION**

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO • In Canada: Samson-Dominion Limited, Toronto

Discount Shoppers

— CONTINUED FROM PAGE 123 —

several cases have led consumers to buy an appliance item. Recently, one couple came in to buy a \$1.49 wastepaper basket and ended up buying, in addition, a \$425 TV set."

The housewares line, incidentally, does not forget the men folks. Items often needed in day-to-day simple house repair jobs are in evidence as well as tools for the do-it-yourself hobbyist.

Most Sales Are for Cash

Because Tuckahoe is a suburban community and considered a fairly wealthy one at that, most of his sales are cash.

"In fact, over 95 per cent of appliance buyers pay cash and it's been so long since I've handled a sale on terms that I've almost forgotten how to write one up," he said.

Housewares sales are almost entirely cash although DeMarco sometimes lets the customer (if he knows him) walk out with the merchandise and mail a check later. Everything's on an informal basis and the customer carries the ball on payments for housewares.

"I may be told by a customer that

~~~~~  
Never do something today if you can take a little time to think about it and do the same thing better tomorrow.  
~~~~~

he or she will mail a check in a day or so and then not get it for a month or two. But I know these people and they'll pay me sooner or later," he observes.

After a little over a year with his new housewares line, what does DeMarco think about it?

"It's a nuisance, but it makes money and that's what I'm in business for. After all, I'd rather spend 20 minutes selling a major appliance than 20 minutes selling a wastepaper basket. If I had more room to add to my line, I could quadruple my business, not just in housewares, but in appliances. Housewares often help consumers to make up their minds about appliances and that's when I can get them on an impulse sale and make a normal profit." End

Servicemen Can't Sell . . .

seems to be a generally accepted conclusion among appliance dealers. To prove that they were wrong Howard Emerson points up the findings of Charles Rolla, Redwood City, Calif., whose servicemen account for 40 percent of his yearly volume. It's all wrapped up in a pictorial presentation to appear soon in the pages of . . .

**ELECTRICAL
MERCHANDISING**

Announcing a great new sell-up line of RCA Victor portables in the non-breakable "IMPAC" case that made portable history!

Handsome new styles! Wonderful new sound! Full five-year guarantee on "Impac" case!

RCA Victor announces a full new line of portable radios — in the "Impac" case that won't chip, dent or crack! Improved, up-to-the-minute models of the portable that outsold all others in 1955!

At every price — from \$27.95 to \$139.95 — RCA Victor offers new styles and colors — plus ear-

filling "Golden Throat" tone. And best of all, the famous non-breakable "Impac" case — backed by RCA Victor's *full five-year guarantee!*

Within a few weeks, millions of televiewers in every state will see the "Impac" case "crash-tested" from a hovering helicopter. Millions more will hear the same test on the radio. Top newspapers and magazines will carry the great news to every

city and town!

With great new features like the new "Wavefinder" Directional Antenna that turns until you find the strongest signal and the guaranteed non-breakable "Impac" case in a rainbow of colors — plus famous "Golden Throat" tone — RCA Victor gives you the chance to sell portable radios like you've never sold them before!



CRASH-TESTED! In a rugged test-drop from a hovering helicopter, the non-breakable "Impac" case came out intact! Not a chip, dent, split or crack!

All prices less batteries. Suggested list prices shown, subject to change without notice. Slightly higher in Far West and South. See the actual "crash-test" on Martha Raye Show, April 17, Milton Berle Show, May 15, and on the spectacular "Producers' Showcase," May 28.



Lowest priced RCA Victor portable in non-breakable "Impac" case. Plays 3 ways! "Golden Throat" tone. In flame, two-tone green or two-tone gray. The Shipmate. Model 7BX5. **\$29.95.**



Compact 3-way portable with new "Wavefinder" antenna that turns for strongest signal. In gray, antique white or aqua. Non-breakable "Impac" case. The Midshipman. Model 7BX6. **\$34.95.**



High-style 3-way portable with new precision tuning — new "Wavefinder" antenna. Non-breakable "Impac" case. In aqua or gray. The Wanderlust. Model 7BX7. **\$39.95.**



New sensitivity — new selectivity! Extra-powerful 3-way portable with "Wavefinder" antenna. In gray or aqua non-breakable "Impac" case. The New Globe Trotter. 7BX8. **\$49.95.**



3-way portable with extra marine band! New "Wavefinder" antenna. In surf green non-breakable "Impac" case. The New Yachtsman. Model 7BX9. **\$69.95.**



New 7-Band portable powered to pick up the world! Plays 3 ways. Telescoping antenna. Genuine tan cowhide case. The Strato-World II. Model 7BX10. **\$139.95.**

More fast-selling RCA Victor portable favorites



Lowest priced RCA Victor portable! No bigger than a book, battery operated, with room-size volume. In red or white polystyrene case. The new Personal. Model 6B4. **\$24.95.**



Tiny... and the tone's terrific! Transistorized portable in non-breakable "Impac" case. Weighs less than a pound. Two-tone aluminum and gray. The Transistor Six. Model 7BT9. **\$65.00.**



Transistorized! Portable with battery life of over 500 listening hours. "Golden Throat" tone. Bound in rich blond leather. The Transistor Seven. Model 7BT10. **\$75.00.**



RCA VICTOR
RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY



*Today's
Widest Variety of Quality Built-ins*

Hotpoint

Customline

Electric Appliances

Hotpoint's
greater
selection of models
and colors gives you
greater freedom in
planning your
kitchens

Available in beautiful,
decorator-approved

Hotpoint
Colortones,
Gleaming Stainless Finish,
and Coppertone

look to **Hotpoint** for



Bi-Level Oven—Super Oven on top cooks complete oven meal for 24. Lower Thrift Oven is ideal for smaller quantities. Rota-Grill rotisserie with carving rack. Insulated window. Eye-level controls.



Automatic Oven with Rota-Grill—Deluxe model features *automatic* eye-level timing and temperature controls, *automatic* Rota-Grill rotisserie. A standard model of same huge size is also available.



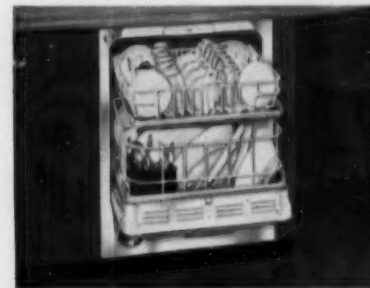
Refrigerator-Freezers—Special trim frames enable you to build in two-door model, or any of 5 one-door models. Less expensive to buy, install and service than other built-ins.



Four-Unit Surface Cooking Section—Super "2600" Calrod® unit is the world's fastest cooking unit. Rota-Switches provide five heats for each unit, lights indicate those operating.



Two-Unit Sections—Choice of 3 models. Available with or without deep-well cooker and receptacle for plug-in French fryer. All units controlled by remote-control, color-lighted pushbuttons.



Automatic Dishwashers—Exclusive Spot-Less Dishwashing—two complete 5-minute washes, *both with fresh detergent*; two thorough Spot-Less Rinses, with spot-preventing super wetting agent in last.

Pre-sold by Powerful National Magazine and Television Advertising, Plus a Strong Local Merchandising Campaign

Here's the line of appliances you need to take *full* advantage of the big, booming, built-in market! Your prospects *know* and *respect* the HOTPOINT name—they recognize it as the symbol of the *FINEST* . . . in quality . . . in dependability . . . in beauty . . . and in exclusive automatic features.

This tremendous *pre-sold* popularity is the result of over a half-century of Hotpoint leadership in the appliance business. It is stimulated by Hotpoint's constantly aggressive, full-scale advertising campaigns in leading magazines, and on the "Ozzie and Harriet" network television show . . . and is supported by a powerful *local* merchandising program.

In addition to the widest available variety of matching built-in appliances, Hotpoint Customline offers a choice of 5 exciting new Colortones—Coral Pink, Sunburst Yellow, Seafoam Blue, Woodland Brown and Meadow Green—as well as gleaming stainless finish and luxurious Coppertone. These beautiful, consumer-approved finishes give you even greater flexibility in planning kitchens to blend with any decor!

Have your Hotpoint Distributor give you *all* the sales-building details on the entire Hotpoint Customline of built-in appliances—today! It's the answer to faster, more profitable kitchen sales!

the finest-first!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS
DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

tired of "pocket change"
profit in Air Conditioners?

LOOK TO

Coolerator

for the Longest Margin in the industry!



MORE SALES, BIGGER PROFITS

It's going to be another big year for room air conditioners. Coolerator's big dealer margin means you can't be out-priced or out-promoted in 1956.

MORE EXCLUSIVE FEATURES

To create real customer interest — to help you close sales.

A COMPLETE, TOP QUALITY LINE

All Coolerator Room Air Conditioners are Maximum Performance Tested at the factory — all carry a dealer and customer protective warranty backed up by . . .

NATIONWIDE SERVICE STATION FACILITIES

17 strategically located factory-type service centers to give you faster, better air conditioning service.

Coolerator

FIRST NAME IN HOME COMFORT APPLIANCES



ROOM AIR
CONDITIONERS



RESIDENTIAL
AIR
CONDITIONERS



DEHUMIDIFIERS



WINDOW
FANS



TROPICAIR
GAS AND
OIL HEATERS

McGraw Electric Company
LONERGAN MFG. DIVISION
711 NORTH CLARK STREET
ALBION, MICHIGAN

Please send me complete
literature on the 1956
Coolerator Line.

Name _____
Company _____
Address _____
City _____ State _____



NEW!

THE ECONOMY 3/4 H.P.
"Plug-In" Model

A Real Sales Leader!

Convenient—plugs into any regular
115 volt, 15 amp. A.C. circuit.
No special wiring.

Inexpensive—Costs less to operate
—less to install.

Features Galore—Famous Coolera-
tor Super features including
pushbutton and thermostatic
controls, high-velocity blowers,
4-way directional grills, flush or
adjustable mounting.

Big Room Capacity.

THIS COUPON WILL GET
YOU COMPLETE PRICE AND
FEATURE INFORMATION



Clubwomen Sell

—CONTINUED FROM PAGE 92—

Les Morris, popular Roto-Magician. Before the event, Seltzer gives the seven women the Roto-Broil sales pitch. By actually cooking on them, the women often become enthusiastic, he remarked.

Chance To Win Watch

After the affair, these seven women get a chance to earn more money for the club and an opportunity to win a wrist watch by selling broilers to other club members and to personal friends. Seltzer gives them a week during which time he adds \$1 to the club's charity for each broiler sold. The Legion promotion attracted 400 women and helped to sell approximately 80 broilers.

The promotion has another advantage. By offering to help prepare invitations for the club's affair, Seltzer gained its membership list. The club itself bore the cost of postage. After the event, he followed up with his own letter thanking each woman for attending. He also enclosed a card worth \$3 or \$5 special discount for a certain length of time on the purchase of a new broiler.

Bridal Shop Helps Him

Another promotion that works results from a cooperational bridal shop next door that gives prospective brides cards entitling them to a free

~~~~~  
Always remember, it's no sin to  
tell a customer a lie—as long as its  
a flattering lie.  
~~~~~

gift perfume stick. The perfume usually costs \$1 a stick, but by purchasing at a closeout, Seltzer got them for 15 cents apiece. When the prospect enters the store, he shows her the broilers and asks if she would suggest a broiler gift from his store to some friend. If the girl prefers, he will contact the person suggested. If the prospective purchaser finds the broiler gift too expensive, Seltzer will try to sell other, less expensive merchandise.

The perfume also is offered persons on a mailing list made up of old customers and names supplied by a mail list firm. Prospects are urged to pick up the gift perfume, thus offering an opportunity for a broiler sales pitch.

As a holiday promotion, he offers a free 10-pound turkey with each broiler purchase. Newspaper ads, window displays and mail folders promote the offer a few weeks before Thanksgiving and Christmas. Old customers are thanked for previous purchases and new customers are reached through regular direct mail form letters. Previously, prospects were offered a 50 per cent discount on a turkey with each broiler purchase, but it got to be a bookkeeping

(Continued on page 134)

Sell Vitaglas



THE HOT WATER HEATER FEATURE for '56

Only STATE offers all these Features

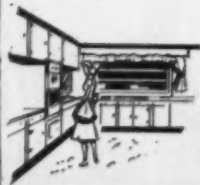
- A full line of standard and deluxe electric and gas water heaters.
- Choice of Vitaglas lined or galvanized tanks.
- Magnesium rods and tank drains standard equipment on all heaters.
- 100% controls standard equipment on all gas models.
- Choice of 10 or 5 year tank warranties; one year free service policy; \$10 replacement allowance; complete free heater exchange on any defective tank.
- Instant Change Converter for all gas models.
- Unconditional 2 year warranty on all parts, elements and thermostats.

Here's a sure way to up your water heater sales and profits. Put your big push behind the hot line, State Gas and Electric Water Heaters. They've got features you can merchandise, features that will produce more sales for you.

For Extra Profits... State Built-In Ranges



Over one-half of all new homes are now equipped with ranges. About one third of all new homes are sold with built-ins. Be ready for this vast market with State Electric and Gas Built-In Ranges. They're styled right, priced right and finished in eye-catching stainless steel or coppertone porcelain enamel finish. Full line of State Conventional Ranges, too. Write for Catalogue.



STATE STOVE AND MANUFACTURING COMPANY, INC. Dept. EM 509 25th Ave., N., Nashville, Tenn.

Please rush ☐ State Electric and Gas Water Heater Catalogue
☐ State Electric and Gas Built-In and Conventional Range Catalogue ☐ Distributorship Information ☐ Dealership Information.

NAME & TITLE _____
 FIRM NAME _____
 ADDRESS _____
 CITY & STATE _____

Send Coupon Today for Catalogue and Complete Information



BeautyQueen's

Most Powerful

trade in your old sink

SALE

BeautyQueen
54" complete unit
\$159⁹⁵
REDUCED \$23⁰⁵

A Deluxe 1956 Model · High Quality all steel construction

plus all this FREE!

OLD SINK WORTH \$10⁰⁰
SELLS FOR \$9⁹⁵

BeautyQueen ACCESSORIES
• SOAP BASKET
• TOWEL BAR
• BREADBOX COVER
• CUTTING BOARD
• CUTLERY TRAY

RETAIL VALUE \$17⁰⁰

TOTAL SAVINGS	
REDUCTION ON CABINET SINK	\$23 ⁰⁵
ALLOWANCE ON OLD SINK	10 ⁰⁰
FREE DISHWASHER	9 ⁹⁵
5 ACCESSORIES	17 ⁰⁰
YOU SAVE	\$60⁰⁰

THIS WINDOW POSTER TELLS THE STORY OF A TERRIFIC VALUE



Four deep drawn drawers of rounded, seamless construction, sliding shelf. Three doors with patented toggle hinges.

Full 54" Porcelain Steel Top

Baked Enamel Steel Cabinet

Newest Style Faucets and Dish-Quik Dishwasher

A DELUXE MODEL
Not a Stripped Down Special

Only \$159⁹⁵
SUGGESTED RETAIL PRICE

Promotion *will bring you quick profits!*

**YOU PASS ALONG \$60⁰⁰ SAVINGS,
BUT GET YOUR FULL PROFIT**

Everything is right about this Spring Special!

Good timing with a top quality product at a new low price.

You offer home owners a *Big Bonus Buy!*

A free Dish-Quik, the handiest dishwasher . . . gets dishes done . . . double quick.

It's fair-traded everywhere for \$9.95.

Ten bucks for their old sink . . . and if you take the old sink out and replace it, you get added profits from service charges.

And, that's not all . . . your customers get five accessories, the kind every housewife wants (1) Soap basket (2) Sliding towel bar (3) Bread box cover (4) Cutting Board (5) Cutlery Tray.

In addition to fast profits on their tremendous value, this special will open the doors of plenty of homes ready for kitchen remodelling.

It's a sure-fire bet that you'll get plenty of other cabinet sales to match up with the Beauty Queen DeLuxe 54 inch model.

Two words of warning "Don't Delay"!

Because of our low profit on *your* big profit special, we will make one factory run . . . when these are produced and sold . . . "that's all there is".

So don't feel sorry later that you didn't jump on the bandwagon . . . act now.

Sales Helps bring traffic to your Big Value Bonus DISPLAY

We leave nothing to chance to bring in your prospects . . . National Advertising . . . the big poster shown on the left page . . . local newspaper mats . . . radio scripts . . . and consumer literature . . . **ALL FOR FREE!** Get behind this program for 30 days with a display unit and use all the free sales helps for a banner sales month.



**Use the coupon for
Quick Action!**

Toledo Desk & Fixture Co., 1020 Ford Road, Maumee, Ohio

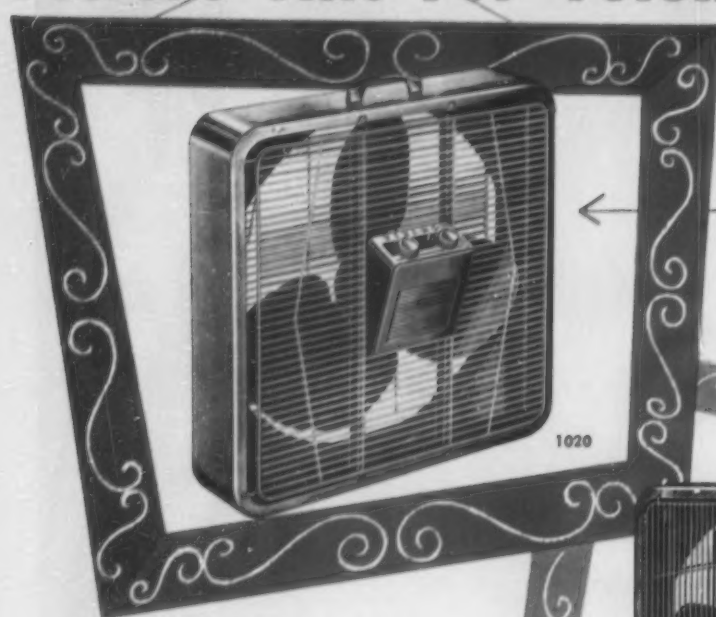
Please rush full information on your Big Bonus Buy Promotion. Also name of nearest distributor.

Name _____ Address _____

City _____ State _____

I am a wholesaler _____ a retailer _____

Picture This For Volume Fan Sales



New 20" Viking FAN WITH THERMOSTAT

Thermostatic controls permit owner to "Dial Away the Heat". It's electrically reversible and portable. Exhaust rated at 2500 CFM*. Floor stand, roll-up stand and window spacer kit available at extra cost. Order No. 1020

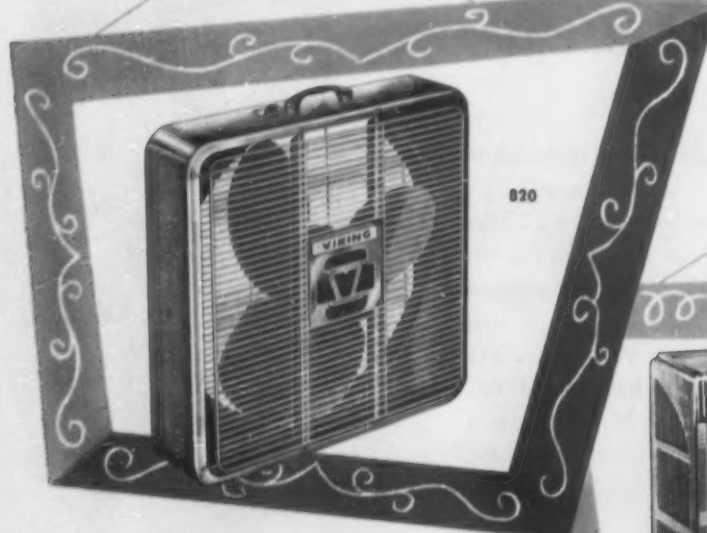
1020

Sales-Tested 20" Viking Fan

Set sales records in 1955. A portable and reversible circulating or exhaust fan. Exhaust rated at 2500 CFM*. Roll-up stands, floor stands and window spacer kits available at extra cost. Order No. 920



920



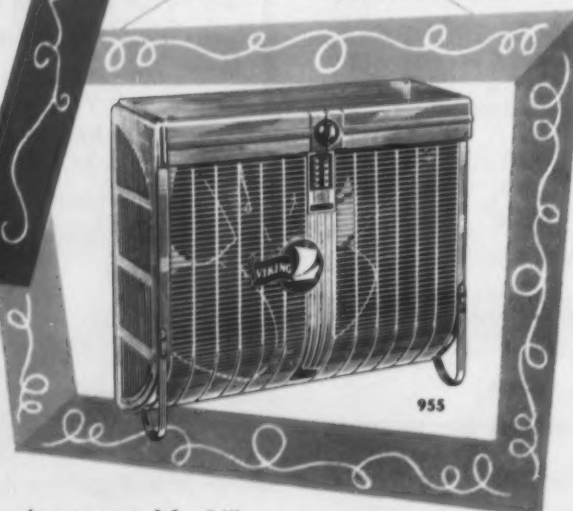
Low Cost Cooler, 20" Viking Fan

A new popularly priced fan designed to help you build store traffic. A portable, circulating or exhaust fan. Exhaust rated at 2400 CFM*. Window spacers, floor stands and roll-up stands available at extra cost. Order No. 820

820

Fast-Selling 22" Viking Window Fan

Electrically reversible for exhaust or intake cooling. Features handy pushbutton controls and four powerful but quiet blades. Exhaust rated at 3500 CFM*. The most powerful window fan made. Order No. 955



955

A short line of popular Viking Fans in the two sizes that accounted for 84% of the window fan sales in 1955. Gives you maximum dollar volume for your investment in inventory. Plus Viking's popular Co-op Selling Support. See your Viking Distributor for complete details before you order fans for 1956!

Viking AIR PRODUCTS
Division of The National-U. S. Radiator Corporation
3401 WALWORTH AVENUE • CLEVELAND 2, OHIO



*All Viking Fans are rated according to standards set by the Propeller Fan Manufacturers' Association as indicated by this seal.

Clubwomen Sell

CONTINUED FROM PAGE 130

headache when the butcher came around to redeem certificates.

Only newspaper advertising is used. Window displays tie in with ads and the varied promotions. By repeating prices often, Seltzer feels he conditions customers to normal prices—aside from the one window-displayed item. The ad pitch, "Roto-Broil Headquarters in Wilmington" is used to condition a consumer to seek a broiler at his store.

Better Merchandising Setup

He finds handling one line of broilers saves time and gives him a better merchandising setup.

It confuses customers to have to compare brands and takes up too much of my time," he said. It's simpler to let the customer eliminate models.

"I'm a small dealer," he continued, "but I realize I have to continually promote in order to sell. By handling one line of broilers and conducting promotions that result in others helping to bring in sales, I find I have enough time to oversee the promotions daily—as well as to work on the floor. In this case, the clubwomen and the bridal shop are my ways of extra sales," he concluded. End



Hotpoint dishwashers are advertised in TIME

because...

*
"Spotless dishwashing" is what everyone wants—and TIME-reading families can buy it.

TIME readers can buy the best. They out-buy everybody else in all these appliances—the quality products in quality lines:

- 16% own dishwashers (national average—4%)
- 20% own ironers (national average—9%)
- 22% own clothes dryers (national average—9%)
- 54% own automatic washers (national average—30%)
- 76% own kitchen mixers (national average—38%)
- 92% own vacuum cleaners (national average—64%)

*SEE PAGES 32, 33

They're in the news...
They're advertised in



It's a Fact!

when 2000 women* were asked, "What one feature is most important to you in an electric range?" the majority said:

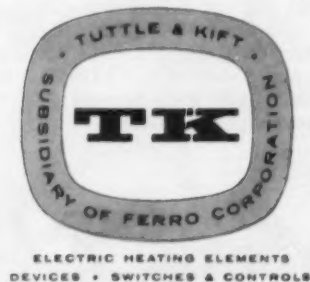
"Ease of Cleaning"

It's a Fact!

TK® Surface Units are the easiest of all to clean!

Look for Tuttle & Kift Units in your ranges—talk up TK *easy-cleaning* features for more range sales! By demonstrating these features (see below) you offer your prospect what she wants most in an electric range—*ease of cleaning!*

*Impartial nationwide survey
conducted by Market Facts, Inc., Chicago



TUTTLE & KIFT, INC. 1823 N. MONITOR AVENUE • CHICAGO 39, ILLINOIS

**Here's
How
TO
DEMONSTRATE
AN ELECTRIC
RANGE**



Hot coil can be flipped up instantly to prevent burning of spillage below.



Easier to clean! Coil stands by itself leaving both hands free for removing spillage.



Pans are extra deep. Smallest holds 6 oz.



Pans are removable—wash as easily as a dish.

DRAMATIC DEMONSTRATION

Sells Eureka's New Double-Size Dust Bag



Dramatic new styling
in Iridescent Yellow
and Silver Gray



Rolls from room to room
on 4 Rubber, Swivel
Ball-Bearing Wheels

*No Lift!
No Carry!*

Introduced with the
Sensational All-New 1956

EUREKA

Super Roto-Matic

MODEL 910

IT'S LIGHTER!

IT'S MORE POWERFUL!

EUREKA'S exciting new giant, DOUBLE-SIZE paper dust bag supported by a giant DOUBLE-SIZE cloth bag is the hottest demonstration-selling feature to hit your sales floor.

Make no mistake—this DOUBLE-SIZE dust bag plus EUREKA'S new CYCLONIC AIR ACTION prevents clogging of the dust bag... keeps suction power at much higher cleaning efficiency even with many pounds of dirt in the bag. Then, too, the bag lasts twice as long... cuts replacement cost 50%.

These two dramatic demonstration sales-winners plus the many other advanced new EUREKA features quickly prove the all-new 1956 Super ROTO-MATIC the greatest cleaner value on wheels!

Still
only \$ **69⁹⁵**

With New
Deluxe Tools

LOADED WITH EXCITING NEW FEATURES

- New Double-Size Dust Bag
- New Cyclonic Air Action
- New Zip-Clip Open-Easy Top
- New 4 Rubber Swivel Wheels
- New Lighter Weight
- New Easy-Glide Rug Nozzle
- New Deluxe Tools with Vinyl Hose
- New Step-On Toe Switch
- Motor rated 750 input watts (1 H.P.) at 14,000 R.P.M.
- Full One Year Guarantee

EUREKA WILLIAMS

APRIL, 1956—ELECTRICAL MERCHANDISING

WITH "SEE-THRU" TOP....

and Cyclonic Air Action

CYCLONIC AIR ACTION

In Big Double-Size Dust Bag
makes terrific "Show-Sell"
Store Demonstration!



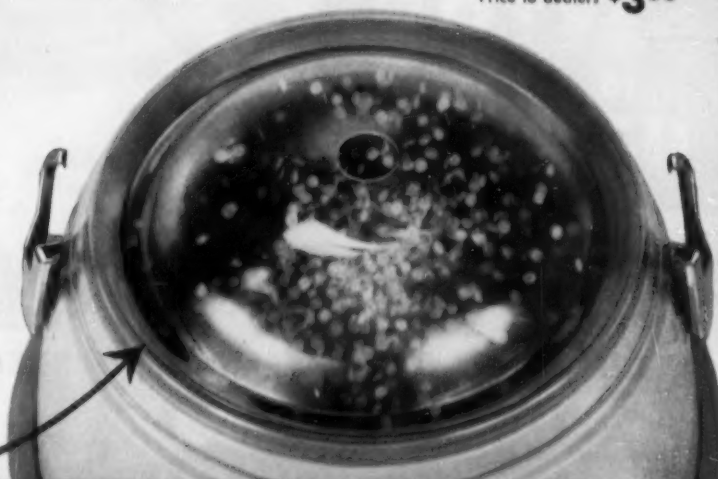
Violent cyclonic movement of confetti is seen through clear vinyl demonstration top.

Spectacular demonstration shows why even large quantity of dirt does not clog sides of Eureka's big Double-Size Dust Bag. Only Eureka has it!



*Special Clear Vinyl Demonstration Top
used to replace regular steel top*

Price to dealers \$3.00



Suction Locks Vinyl
Demonstration
Top To Cleaner

SPECIAL THIS WEEK! FREE!

Free \$19.95 offer

TO INTRODUCE THE SENSATIONAL
New 1956 EUREKA
SUPER Roto-Matic

*IT'S LIGHTER! MORE POWERFUL!
IT'S ALL-NEW!*

With New SCRAMBLE GETS Near-Away Dust Bag
New Powerful CYCLONIC Air Action
Dramatic Floor Sucking to Surrounding Cabinet

Exquisite new beauty—modern design—modern
new features—dramatic! These EUREKA-4333
clean every dirt big particles too even cleaning
corner—into crevices too much cleaning
corner—into crevices too much cleaning
corner—into crevices too much cleaning

Still only \$69.95

SPECIAL SALE! Save 20%

EUREKA

\$49.95

See live demonstration at our store at once, or
PHONE (insert phone no.) FOR 10 DAY HOME TRIAL!

**DEALER'S NAME
and address**

\$125

**OTHER CURRENT EUREKA MODELS
INCREASE DEALER SALES!**

EUREKA
Roto-Matic Model 805

Offer **\$49.95**
At WITH TOOLS

Formerly \$69.95

Roto-Dolly at slight extra cost. Fea-
ture in "Box" in all new Model 910 ads.

EUREKA
Automatic Model S-255

... with throw-away paper dust bag.
For wall-to-wall carpets—big rugs.
Beats, Sweeps and Suction Cleans

Offer **\$79.95**
At PLUS TRADE-IN

Regular Price \$89.95—Tools \$19.95



Order mats from
your Eureka
Distributor and get
your big Spring
Promotion going now!



CORPORATION • BLOOMINGTON, ILL.

ELECTRICAL MERCHANDISING—APRIL, 1956

18" PLASTIC BLADE

CHROMED GUARD

CHROMED CANOPY

CHROMED BASE

DAYTON
18" BLADE
UTILITY

No. 2C549

Deluxe—Yet Lists for Only \$29⁹⁵

DELIVERS A 50-FT. REFRESHING BREEZE • 2 SPEEDS

A favorite for summer comfort everywhere—and now you can sell it at a price that will appeal to average pocket books.

In addition to low price, Dayton gives you top quality throughout: a quiet 18" plastic blade delivers 2400 CFM at high speed; a heavy-duty, 2-speed, 115V, Dayton Motor in a chromed canopy; and a 2-piece chromed guard, with close-spaced wires, that meets safety ordinances.

Fan head swivels on chromed base and is secured with easy-grip knob. Its refreshing breeze can be directed to any angle to provide services illustrated above. Has carrying handle for ease of portability.



You have a big 1956 home, office, store and factory market for this versatile breeze maker. Order your sample today—test the fan that will be one of your big traffic items this summer. Model No. 2C549. Liberal discount to distributors and dealers.

DAYTON ELECTRIC MFG. CO.

MAIN OFFICE: 110 S. OAKLEY BLVD. • CHICAGO 12, ILLINOIS

Dayton Fans

MANUFACTURERS of Dayton Fans and Blowers—Dayton Motors—Teel Pumps

10 to 20" WINDOW FANS	12 to 24" EXHAUST FANS
KITCHEN EXHAUST FANS	24 to 48" ATTIC FANS
COMPLETE DAYTON LINE WILL HELP YOU SELL LARGER MARKET IN 1956	
BELTED WINDOW FANS	18 to 30" CIRCULATOR FANS
12 to 18" UTILITY FANS	NO-DRAFT HASSECK FANS

Joske's Counters

—CONTINUED FROM PAGE 95—

ented on the products' features and makeup.

Avoid Loss Of Time

"We urge customers to take the repair work direct to the service station to save time. This avoids delays through our having to send it out, get it back, then return it to the customer," Fritz says. "And it eliminates paper work for us."

Because San Antonio's population includes 40 percent Latin-Americans, many of them relatively poor, the store has set up a convenient payment plan. Though terms vary, usually 10 to 15 percent is paid down, the remainder paid off in a few months.

Another factor is the military population, unusually high because San Antonio is known as the military center of the nation. Though servicemen can buy for less at base ex-

Remember the one way an electrical appliance dealer can get along with folks is to not try to get ahead of them.

changes, not all of them can pay cash, so Joske's payment plan benefits them, too.

Occasional Sales Held

Sales are held on occasion, but Fritz said that in most cases the name brand merchandise is sold at list price.

"We find we can attract sale customers by promoting off-brand items at their normal low prices with a few off-brand items given special sale prices," he adds.

Sales are publicized through newspaper advertising and direct mail to charge customers. Also, the small appliance department is on the sale floor with housewares, hardwares, major appliances, television and radio and this helps to draw traffic.

"We feel we are offering the public good merchandise and service and there is no reason why we can't get our normal profit. Displays and demonstrations prove the products' value and when that's the case, the public will buy," Fritz concludes. End



G-E BIG TOP COMING TO YOUR TOWN... YOUR STORE

5-Ring Circus of Service Values



1.

Now G-E Aluminized Picture Tubes
with the new "100-Series"
red seal for quality!

2.

Six more brand-new General Electric
Service-Designed Tubes!

3.

TV-radio Tune-up Program,
nationally advertised by G.E.!

4.

Powerful local advertising support!

5.

G.E.'s great TV-service finance plan!

FOLLOW THE PARADE OF
SERVICE ATTRACTIONS...



GENERAL  ELECTRIC

G-E 5-Ring Circus

now



ALUMINIZED PICTURE TUBES with the RED SEAL

INSTALL SERVICE-DESIGNED tubes

WORLD FAMOUS PERFORMERS



G-E ALUMINIZED TUBES WITH THE RED SEAL. FINEST EVER!

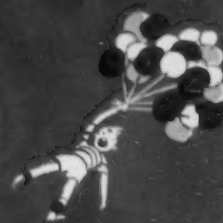
TV owners will learn about them through big G-E color ads—"100-Series" G-E Aluminized Picture Tubes with the *red seal*, finest ever built! The new *red seal* stands for top picture tube quality. Bright, sharp, clear pictures; dependable performance that lasts throughout tube life—these spell customer satisfaction, establish you as a dealer handling only the best. Large-scale G-E advertising of "100-Series" Aluminized Tubes with the *red seal*, soon to commence on a nationwide basis, will boost your tube and service sales. Here is a new and important business and profit-builder—with all the sales impetus behind it of a tremendous national advertising campaign!

SIX MORE NEW G-E SERVICE-DESIGNED RECEIVING TUBES!

Ready to install: new types 1X2-B, 6AL5, 6BK7-A, 6BQ7-A, 6BZ7, 6CB6. Remember the fine reception given other G-E Service-Designed Tubes—how customer goodwill increased sharply, how service business boomed for dealers handling these superior tubes, made *only* by General Electric? The 6 new types will cut call-backs still more, increase your sales and profits further. A revolutionary new "lightning-rod" design, new low-level tube microphonics, greater sturdiness, longer tube life—these and many other vital improvements are included. Now—in all—you will have 20 G-E Service-Designed Tubes which will out-perform and outlast their prototypes!

SURE-FIRE BUSINESS-BUILDERS, ALL 5 ATTRACTIONS!

GE TUBES



of Service Values

GET THE LION'S SHARE
OF SERVICE BUSINESS

TV-RADIO TUNE-UP PROGRAM

SHOOT
YOUR SALES
SKY HIGH

NATIONAL
ADVERTISING
WITH
LOCAL TIE-IN

STUPENDOUS DEALER ATTRACTIONS

LOCAL

- * Newspaper Ads
- * Radio Spots
- * TV Commercials
- * Point of Sale
- * Direct Mail

GE tubes

Use G-E's GREAT TV SERVICE FINANCE PLAN

RIDE
TO
GREATER
PROFITS
with this
great new
selling plan!

TUBES PARTS! COMPLETE SERVICE

NATIONALLY
ADVERTISED

GE tubes

NATIONALLY ADVERTISED TV-RADIO TUNE-UP PROGRAM!

Biggest boost to TV-radio service ever undertaken! That's G.E.'s nationally advertised Tune-up Program. Through large G-E color ads in 6 national magazines—reaching every home in your neighborhood—your customers will learn that a TV-radio tune-up now is essential to high-quality pictures and clear, clean reception. Every ad will ask that readers see or phone you, their local independent technician. This plan for TV-radio service action will greatly increase your customer list, keep your telephone ringing busily. You will sell more profitable G-E Aluminized Picture Tubes, more receiving tubes and TV-radio parts, than you have ever sold before!

MOST ATTRACTIVE DEALER ADVERTISING AIDS EVER OFFERED!

Strong local advertising tie-ins will increase your sales still more. G.E. has ready for you a real Big Top group of colorful displays and other helps. Many of them are shown on the following page. Besides wall and window-banners, they include window-stickers—TV-radio spot commercials—point-of-purchase selling aids—direct-mail pieces—other items. Vivid, fresh, new, these advertising aids underscore G.E.'s nationwide TV-radio Tune-up advertising, and focus its appeal to set-owners on your store or shop. Become the service center for your neighborhood by using these Big Top tie-ins! Your G-E tube distributor has them. Ask his salesman for details!

G-E SERVICE FINANCE PLAN! YOUR CUSTOMERS CAN PAY OUT OF INCOME!

Most powerful stimulus ever given to tube, parts, and service sales, is G.E.'s great Service Finance Plan. Now the latest instalment methods are available for the benefit of dealers handling G-E tubes. Your customers' needs can be filled immediately and paid for out of income. They no longer will feel they must wait to replace worn-out picture tubes with new G-E Aluminized Tubes—instead, can afford, on an easy instalment basis, the best in tubes and service. Costly installation jobs will be far easier for you to sell. Your whole business will feel the beneficial effects of General Electric's pace-setting Service Finance Plan! Here is a Grade-A sales and profit-builder!

NEXT PAGE: HOW G.E. SPOTLIGHTS YOU TO REAP THE BENEFITS!



G-E Big Top wall and window-banners, window-stickers, colorful tie-ins galore, will target your store as TV-radio service headquarters. All are available from your G-E tube distributor!

Television-radio service—how much it means to high-quality performance; why owners should consult their local independent technician—will be pushed from coast to coast, border to border, during General Electric's TV-radio Tune-up campaign. Giant 2-page magazine ads in color will seize and hold readers' attention, show why regular service attention is a TV-radio "must". Six big national magazines will be used, all with many millions' circulation—Life, Look, Collier's, American Weekly, This Week, and TV Guide.

Tie-in displays are ready for you. Part are shown on this page—though justice can't be done here to their many bright colors, or smart and novel appeal. Eye-stoppers, every one! These Big Top tie-ins will focus sharply on your establishment all of General Electric's gigantic TV-radio service advertising effort.

Lead the TV-radio service parade! Profit from the business-building attractions G.E.'s Big Top holds! Your G.E. tube distributor is waiting to hear from you. Tube Dept., General Electric Co., Schenectady 5, N. Y.

GENERAL  ELECTRIC

maximum air delivery... minimum noise
keeps *FASCO* fan sales soaring on high



*New Venturi Cowl construction
gives your customers more
fan for the money and you...
More Profit Per Sale!*

Here's the "fresh air" approach to more profit per fan sale...
the FASCO Model 2060 with Thermostat Comfort Control —
leader in the FASCO line for its all around superb quality
... leader in effectiveness because of the unique
Venturi Cowl which takes the place of the conventional flange
plate... leader of all fans because it delivers
maximum air volume with minimum noise.

THERMOSTAT COMFORT CONTROL — Set it... forget it, the fan turns on and off automatically all summer long!

ELECTRICALLY REVERSIBLE — This fan changes from fan to exhaust at the flip of a switch.

3 SPEEDS — High, Medium and Low Speeds deliver maximum air volume at their individual settings... minimum noise.

TWIN SAFETY GUARDS — Both side guards, bar the tiniest fingers, can be removed for easy cleaning.

6 POLE MOTOR — Motor operates on overdrive principle... less drive, more power and less noise, with little wear on moving parts.

CURVEX ONE-PIECE DESIGN — The outside shroud is styled for modern or traditional surroundings... its exclusive one-piece design adds to its pleasing appearance.

ADJUSTABLE WINDOW PANEL AVAILABLE —
Adjusts from 29 1/4" to 38"

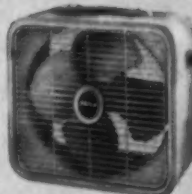
FIVE YEAR GUARANTEE ON FANS AND MOTORS

EVERY FASCO FAN HAS AT LEAST ONE DIFFERENT FEATURE THAT MAKES IT A "BEST SELLER"!



Deluxe! 20" PORTABLE WINDOW FAN
with
PUSH BUTTON CONTROL

Model 2047—Electrically Reversible



FOR HARD-TO-FIT Casement Windows
17"-12"

PORTABLE WINDOW FANS
Hanger Bar Included FREE



WHEEL a BREEZE CIRCULATOR

Rolls easily
from room to room.
Choice of
20" or 17" models



12" HASSOCK FLOOR FAN
Model 56

Exclusive inverted cone base.
Safe, dustproof, draft-free, quiet.

Know the facts, check your distributor or write

***FASCO* Industries, Inc.** 131 AUGUSTA ST., ROCHESTER 2, N. Y., U. S. A.

DOMESTIC SERVICE
Check the class of
service desired; otherwise this message
will be sent full rate.

WESTERN
TELEGRAM

PROBABLE WRINGER
WASHER SALES IN
1956 TO EXCEED
1,000,000 UNITS!

TO ALL DEALERS =

REACH THE PROFITABLE WRINGER WASHER

MARKET WITH THE 1956 STYLE-LEADER =

WOMAN'S FRIEND SUPER-REGENT IN

BEAUTIFUL PASTEL COLORS =

NO RINSE TUBS NEEDED



Model 56-SRPT

*Sold direct—
factory to dealer*

*Margin is higher—
about 42%!*

No installation costs

*Easy delivery—Big
trade-in possibilities*

*Write for catalog
and prices!*

Central Rubber & Steel Corporation
Findlay, Ohio
OVER 50 YEARS MAKING GOOD WASHERS!

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



**TOASTMASTER
Hot-Food-Tainer**

Toastmaster Products Div.,
Mc Graw Electric Co.,
Elgin, Ill.

Device: Toastmaster Hot-Food-Tainer keeps all foods fresh and hot until serving time.

Selling Features: Two-drawer, stainless steel electric warming unit; can be built into kitchen cabinet bases; adapted from commercial hot-food server by same company; features 6-sided air circulation around all sides of drawer which provides uniform heat and reduced movement of air around foods; a moisture control knob regulates amount of moisture retained in drawers eliminating possibility of food becoming too dry or too moist; humidity control dial can be opened to $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ or "crisp"; recessed thermostat control permits temperature settings up to 250 degs. F.; pilot light in thermostat dial indicates when in use; plugs into 110 volt current, uses 800 watts; Fiberglas insulation insures minimum heat loss; instruction tray built into top of unit; 21 $\frac{1}{2}$ in. high, 21 $\frac{1}{2}$ in. wide and 22 $\frac{1}{2}$ in. deep.



EUREKA Cleaner

Eureka Div.,
Eureka Williams Corp.
Bloomington, Ill.

Model: Eureka Roto-Matic canister cleaner No. 910.

Selling Features: Double-size throw-away dust bag; cyclonic action that moves 70 cfm; new step-on toe

switch; 4 rubber swivel wheels; easy opening "zip-clip" top; new deluxe cleaning tools; vinyl tool rack; finished in iridescent yellow and gray. **Price:** \$69.95 complete with tools.

No. 805 canister is continued in line at reduced price of \$49.95 with tools.



NORGE Range

Norge Div.,
Borg-Warner Corp.
Merchandise Mart Plaza,
Chicago, 54, Ill.

Device: Norge Futura range with vertical broiler.

Selling Features: Steak, chicken, hamburgers, other food is suspended vertically between 2 broiling units in a built-in compartment; seals in juices and flavors, cuts shrinkage and shortens cooking time; broils over pan which can be used for a companion dish; rack slides into vertical position along a track in broiler compartment; removable handle locks into the rack; 21-in. additional oven for broiling and baking.

New advanced infinite heat controls provide an unlimited number of measured heats on each of 4 top surface units; lighted dials change color shade as setting is varied; infinite heat control on vertical broiler maintains temperature at desired degree during entire cooking period; an automatic timer turns off broiler and rings a bell at any selected time; a wrought iron trivet to hold broiler pan for range to table-serving; a chart fused on porcelain door-liner lists broiling times and heat settings for meat, fish and fowl. A thermostatically controlled top-surface unit, "Meal Sentry", maintains temperature; the 36-in. range in white, pink, green or yellow.

Other models in 1956 line including 41, 36, 30 and 20 in. models.

Price: Futura, E-3620-VB, \$429.95; other models from \$179.95 to \$489.95.



**WESTINGHOUSE
Laundry Twins**

Westinghouse Electric Corp.,
Mansfield, O.

Device: Automatic clothes washer and dryer in floor space 25-in. wide.

Selling Features: Each appliance is 25-in. wide; designed to permit dryer to be installed above Laundromat, making the two into a single space-saving unit; front opening combined with front mounted control dial on each model makes vertical installation possible as free-standing or built-in units; can also be installed side-by-side as free-standing units or built-into-a-wall or under a counter; dryer features modified direct air flow system for quicker drying; look-in-glass in door; door hinge for right or left opening.

Laundromat 25 features full 8-lb. capacity, single dial control; tumble action washing; flexible cycle that permits repeat, erase or eliminate any phase of cycle with economy of hot water; same door hinging flexibility as on dryer.

Both models available in yellow, aqua, pink, gray and white.

Price: Two units together, \$400.



GLOBE Electropanel

Globe American Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Device: Globe Electropanel converts 220 volt current to 110 volt for convenient use of electric housewares.

Selling Features: Four appliances can be used at a time in this 17 $\frac{1}{2}$ in. wide x 4 $\frac{1}{2}$ in. high unit without overloading circuits, or blowing fuses; one outlet for timed cooking controlled by an electric clock posi-

tioned in center of unit; available in stainless steel or copper exterior; also provides 3 normal outlets; all circuits protected by circuit breakers with 2 handy reset buttons; may be flush-mounted in wall in front section of a base cabinet or any other convenient place.

Price: \$9.95.



GIBSON Freezers

Gibson Refrigerator Co.,
Greenville, Mich.

Models: 2 new chest type freezers HF-22 and HF-15.

Selling Features: HF-22 has a capacity of 21.65 cu. ft., and stores 758 lbs.; HF-15 has 14.68 cu. ft. capacity and holds 514 lbs.; Gibson guardian lights, removable, adjustable dividers, removable baskets, interior lights and locking mechanism in handles.

Prices: HF-22, \$529.95; HF-15, \$429.95.



DOMINION Table Stove

Dominion Electric Corp.,
Mansfield, O.

Device: Dominion thermostatically controlled table stove No. 1435.

Selling Features: Full-size aluminum griddle with 150 sq. in. cooking surface in addition to two T & K monotube elements; range-type dial switches with thermostat controls provide infinite heat settings from simmer to high; formed lip around outside catches grease; griddle slides into base when not in use; porcelain enamel top and base; new line includes 4 double-burner and 2 single-burner units.

Price: No. 1435, \$34.95.



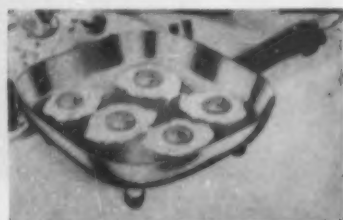
SILEX Percolator

The Silex Co.,
Hartford, Conn.

Model: Silex automatic percolator, No. AP-8.

Selling Features: Makes 4 to 8 cups; dual elements; starts perking in about 60 seconds, when done, thermostat automatically changes to low heat and keeps coffee hot indefinitely; double wall insulated pump and tube; adjustable flavor control; signal light glows when coffee is brewed.

Price: \$14.95.



TOASTMASTER Frypan

Toastmaster Products Div.
Mc Graw Electric Co.,
Elgin, Ill.

Device: Toastmaster automatic frypan.

Selling Features: Square shaped cast aluminum in 11 and 12-in. sizes; high tapered sides provide greater capacity; sealed, tubular element cast into base; temperature control provides range to 420 degs, located at end of brown Bakelite handle; cooking chart for 17 foods on handle; pilot light; immersible to tip of handle; weighs 3½ lbs; 1150 watts; instruction book.



THERMADOR Oven

Norris-Thermador Corp.
5119 District Blvd.
Los Angeles, 58, Calif.

Model: Thermador "Easy View" oven has been added to built-in range line.

Selling Features: Oven with 9½ x

NEW PRODUCTS

8½ in. double window allows inspection of cooking processes without opening door; double panes with air-insulated compartment between will not discolor or fog; silicone seal on inner pane prevents greasy vapors from entering air compartment.

Oven equipped with automatic preheat, interval timer, automatic time control, electric clock, infrared smokeless broiler, removable "balanced heat" bake element; stainless steel or choice of 7 decorator enamel colors; copper, brown, yellow, grey, green, pink and white.



LASKO Frypan

Lasko Metal Products Inc.,
West Chester, Pa.

Device: Lasko "square meal" automatic skillet.

Selling Features: Square, 12-in. aluminum pan; "vapor seal" no drip cover; cooking range 200 to 420 degs. plus warming zone; heat resistant plastic handle; red light glows until desired heat is reached; push button pan release frees skillet from separate heating unit.



HOOVER Cleaner

The Hoover Co.,
N. Canton, Ohio

Device: Hoover "Citation" upright cleaner.

Selling Features: Designed to replace model 63; new fashion colors of sandalwood with mulberry; equipped with vinyl jacket instead of fabric dust bag, resistant to wear and abrasion and wipes clean with damp cloth; a year's supply of "throw-away" bags comes with each cleaner; tools employ the Ultraflex hose which stretches nearly twice its length plus telescoping wand.

Price: \$124.95.



WESTINGHOUSE Toasters

Westinghouse Electric Corp.
Mansfield, O.

Models: 5 pop-up toasters in 4 colors.

Selling Features: Available in yellow, pink, aqua, gray and white porcelain enamel on steel with ebony finished phenolic plastic ends; single piece steel casing wraps over top and sides of toaster; uses same operating principle as current model—with a thermostatic control to regulate amount of heat needed to brown toast; 115 volts a.c.

Price: Chrome model, \$21.95; colors \$2. extra.



CHATTANOOGA ROYAL Barbecuers

Chattanooga Royal Co.,
Chattanooga, 6, Tenn.

Models: 36 models in new portable barbecue grill line.

Selling Features: Top model RC-400 has 12 motor-driven spits for shiskabob and heavy duty spit for rotisserie cooking; 882 sq. in. grid area over 2 separate firebowls and 2 warming ovens with heat indicators; satin black and coppertone finish.

Great Smoky hoods and smoker domes for smoke-flavor cooking.

RCY-10, a barrel type model for broiling and grilling when open and closed for smoke cooking.

"Kwik-Flik" grid control raises or lowers grid to 5 positions from fire at flick of wrist without cranking.

Patio brazier grills in compact cabinet style with 441 sq. in. grid area are in addition to regular round brazier models.

RC-19 series feature plated, spiral



grid which lowers inside firebowl for quick charcoal searing; easy rolling wheels and grid adjustment of 4½ in. up and down.

RC-24 basic model, has half-hood windbreak; RC-24-HEE has an electric motor and spit. RC-24, with Kwik-Flik adjustment has 394 sq. in. grid area.

RC-15 series for easy carrying; steel; fold to compact carrying size.

Luxury braziers include RC-98 and RC-88 series; square portable braziers in satin black and copper-tone with chrome grids, fitted with 7-in. semi-pneumatic rear wheels and 2 front casters. RC-98 has 5 in. firebox adjustment; warming oven hoods, built-in heat indicators and smoker domes are available.

Prices: RC-400, \$299.95. Other models from \$4.95 up.



NATIONAL Built-In Range Units

National Stove
163 Avenue A.
Bayonne, N. J.

Models: New line of built-in ovens and range inserts in electric and gas.

Selling Features: Magic door on built-in electric ovens operate automatically; opens, closes with touch of button, can also be manually controlled without affecting special motor; all models have satin chrome interiors; specially designed rotisserie holder and rotisserie front-to-back unit with oven rack and spit holder built in; new oven venting slopes downward; oven controls recessed in special panel; vat-type oven insulation.

Chromalox Microtube elements take only 10 secs. to heat; gas burners have hypodermic lighters that ignite instantly; new gas automatic pilot cuts off in case of gas failure; perma-view door.

All models available in satin chrome or antique copper.

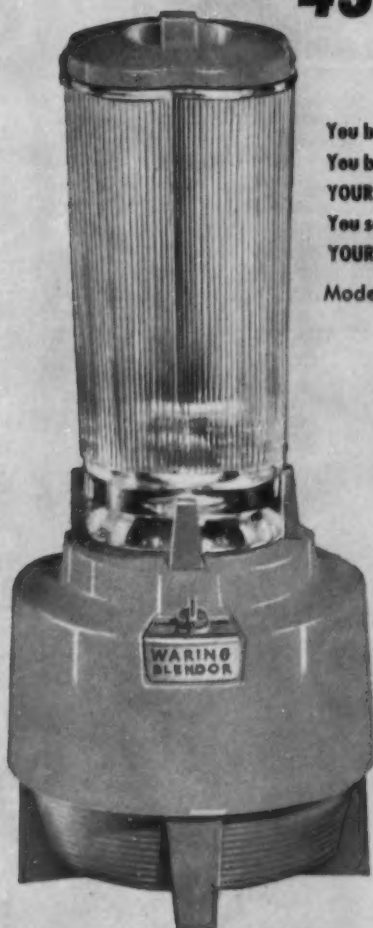
**LAST
30
DAYS**

Waring Spring tonic deal

R_x two-way **PROFIT** prescription

Sell the BLENDOR* at...

43% PROFIT!



You buy 2 BLENDORS (\$27.41 ea.) \$54.82
 You buy 1 BLENDOR 22.04
 YOUR LOW COST (average \$25.62) 76.86
 You sell 3 at \$44.95 ea. 134.85
 YOUR BIG PROFIT 57.99

Models PB-5, PB-5 (Color-tone), 702 CR

● Popular WARING BLENDORS lead the field — a choice of 9 Color-tone (including new turquoise-blue) and metallic models to please even the fussiest customer. Remember, "if it isn't a WARING, it isn't a BLENDOR!"

Sell the MIXOR* at...

43% PROFIT!



You buy 2 MIXORS (\$12.17 ea.) .. \$24.34
 You buy 1 MIXOR 10.10
 YOUR LOW COST (\$11.48) 34.44
 You sell 3 at \$19.95 ea. 59.85
 YOUR BIG PROFIT 25.41

Model RM-2

● The WARING MIXOR is the only portable purposely designed as a true hand mixer! Specially made to give so much more in comfort, power, style and push button ease.

43% PROFIT for you on one or both
 (tax included)
of WARING'S two great sales leaders!

DEAL EXPIRES APRIL 30, 1956

R_x — here's just the deal *the doctor* ordered — a Spring Tonic to put real pep into your PROFITS—a long 43% PROFIT on every WARING sale you make. No matter what your choice — MIXOR or BLENDOR Deal — remember, your discount is 43%, tax included!

WARING PRODUCTS CORPORATION

A subsidiary of Dynamics Corporation of America • 25 West 43rd St., New York 36, N. Y.

THE BIG OPPORTUNITY IS WITH

Airtemp

DIVISION
CHRYSLER CORP

IN '56

Close More Sales With Airtemp!

Plan now for a big season in Airtemp sales.

Airtemp offers your customers a complete line of room air conditioners to meet every need, every budget. 15 models are available for conventional windows, casement windows, "All-in-Window" and "All-in-Wall." Airtemp offers the selling magic of the Chrysler name backed by large-scale, powerful advertising and promotion.

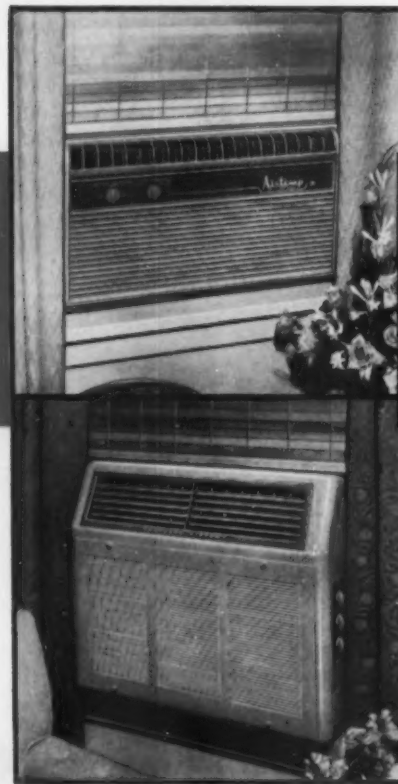
THE FORWARD LOOK IN AIR CONDITIONING



DISPLAY THIS SIGN

OF THE MOST COMPLETE LINE AIRTEMP

CONVENTIONAL WINDOWS... Airtemp combines the famous *Forward Look* with Chrysler engineering to assure the finest performance. "Conventional Deluxe" (in $\frac{3}{4}$, 1, $1\frac{1}{2}$ and the brand new 2 H.P. series) has the best features money can buy anywhere. "Conventional Special" (in $\frac{3}{4}$ and 1 H.P. series) answers the need for the lower-cost leader. The $\frac{3}{4}$ series Conventional Special is available in $7\frac{1}{2}$ amp. . . . can be plugged in anywhere!



ALL-in-WALL and ALL-in-WINDOW IMPERIAL... New models that open a new big market — *there's no projection outside!* Wherever outside projection is forbidden or undesired, Airtemp provides this new sales answer. In $\frac{1}{2}$, $\frac{3}{4}$, and 1 H.P.



FOR CASEMENT WINDOWS . . . now available in 7½ amp. size which can be plugged in anywhere, the "Casement Deluxe" and the "Casement Special" are installed from inside, without removing glass or cutting window frame, and without interfering with opening, closing or locking windows. Both models in ½ and ¾ H.P.

Write **Airtemp** today!
DIVISION
CHRYSLER CORP
DAYTON 1, OHIO

THE LINE DESIGNED FOR A COOL PROFIT



L & H Oven

A. J. Lindemann & Heverson Co.,
Subsidiary Norris-Thermador Corp.
Milwaukee, 15, Wis.

Model: "Classic" custom-built oven.
Selling Features: Large oven interior is 18 in. high and wide by 19½ in. deep with almost 6,500 cu. in. space fits into standard 24 in. cabinet; automatic; features air-cooled door; recessed infra-red smokeless broiler; specially designed Space-saver baking element; Dual-range electric timer; slanted control panel; heat-deflecting hood. Matching stainless steel cooking tops consist of 5 models with optional griddle and deepwell cooker.



GIBSON Range

The Gibson Refrigerator Co.,
Greenville, Mich.

Model: Gibson Economy model R1-40SP to supplement 1956 line.
Selling Features: Banquet sized oven 16x16x20 in. with Super-heat rod; adjustable oven racks and oven thermostat; 7-speed rotary controls; two 8-in. and two 6-in. T&K units; convenience outlet; 3 large storage drawers mounted on nylon rollers; 2900 watt broiler unit; 2000 watt bottom unit; Titanium porcelain enamel finish.



FARBERWARE Frypans

S. W. Farber, Inc.,
415 Bruckner Blvd.
New York, 54, N. Y.

Models: Three Farberware automatic frypans No 300, 310 and 280.

Selling Features: No. 300 10½ in.

NEW PRODUCTS

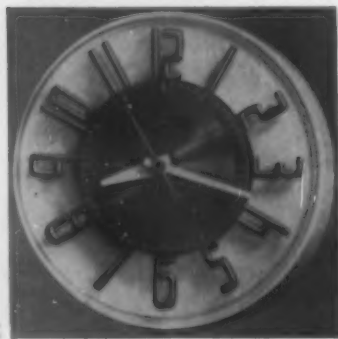
round model; No. 310, 12 in. round, and No. 280 square. All models are completely immersible; thermostatic control is in plug; provides cooking temperatures from 160 to 420 degs.; red light indicates when desired temperature is reached; stainless steel with aluminum clad bottom; cooking guide on handle. Available with or without covers.



RHEEM Dryer

Rheem Mfg. Co.,
7600 S. Kedzie Ave.,
Chicago, 29, Ill.

Device: Rheem-Wedgewood dryer.
Selling Features: Special top compartment, accessible by lifting counterbalance top for gently drying such fabrics as woollens and nylons at same time sheets and towels are in tumbler below in stream of warm air fed from high capacity blower; tumbler designed for high air flow rate; Epon resin finish; filtered air intake of fine metal mesh; lint trap on top of dryer; venting may be done from either side or back; small 3-in. round ducts for venting.



G-E Telechron Clock

G-E Telechron
Ashland, Mass.

Device: "Kitchen-Mate" kitchen clock.

Selling Features: Styled in 4 color combinations of white with pink, red, yellow or turquoise; dial features numerals that float around its perimeter giving a 3-D effect; full vision crystal covers entire dial; diam 6½ in.

Price: \$4.50.



WESTCLOX Clocks

Westclox, Div. General Time Corp.
LaSalle, Ill.

Models: Sheraton and Snowflake.

Selling Features: Sheraton, electric alarm fruitwood finish; scroll dial, round brass legs; suitable for bedroom or as an occasional clock; 4½ in. high.



Snowflake wall clock, suitable for kitchen, bedroom, den or playroom; non-breakable crystal protects new 3-dimensional dial; red, green, pink or charcoal; front hand set knob; 7-in. plastic case.

Prices: Sheraton, \$8.95; Snowflake, \$5.95.



SILEX Boilmaster

The Silex Co.
Hartford, 2, Conn.

Device: Silex instant Boilmaster for use in car or home.

Selling Features: Plugs in dashboard cigarette lighter or household outlet; boils, heats, cooks, aluminum finish; non-spill cover; 8 cup capacity; Sa-Fuse disconnects if unit boils dry; weighs 2½ lbs.; available in 2 combinations 6 volts and 110 volts; 12 and 110 volts, both a.c.-d.c. Also comes with Trav-Ler kits: cups, saucers, spoons and carrying case.

Prices: From \$14.95.

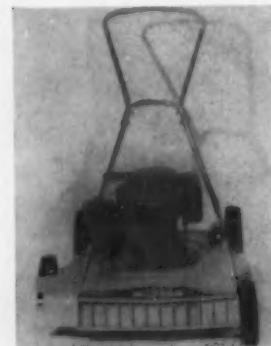


**TOASTMASTER
Waffle Baker-Grill**

Toastmaster Products Div.,
Mc Graw Electric Co.,
Elgin, Ill.

Device: Toastmaster automatic waffle baker-grill No. 2D3.

Selling Features: Provides more than 160 sq. in. grilling area—81 sq. in. on each of 2 square surfaces which fold against each other for storage, sandwich grilling and waffle baking, expansion hinge for extra thick sandwiches; four 4½ in. square waffles are made at one time; cast aluminum grids are interchangeable and painted with Siltex; chromed streamlined exterior features non-drip rim and drip spout to channel off excess fat Bakelite handles—front handle drops down to form a rest when cover is opened; combination control knob and indicator light; control knob has 3 settings—high, medium and low; 1300 watts, 115 volts, a.c.



TORO Mowers

Toro Mfg. Corp.,
Minneapolis, Minn.

Models: Toro's 20-in. and 18-in. Whirlwind rotary mowers.

Selling Features: 20-in. model features "auditone" muffler to reduce engine and blade noise; plug-in starting optional; new aero-dynamically designed aluminum housing eliminates clogging and packing, improves cutting and leaf mulching and distributes clippings evenly through front discharge chute; average cutting capacity 23,000 sq. ft. with 2-in. overlap at 3 mph; 2 hp Briggs & Stratton engine; electric starter plugs into 110 volt circuit; other features include recoil starter; push-type mower.

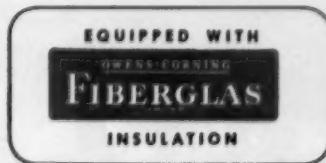
18-in. companion model has all new features of 20-in. model except electric plug-in starter.

Price: 20-in. \$109.95; starter \$25. additional. 18-in. \$89.95.



The sale comes easier when they see this label

In the eyes of your prospects, any appliance is a better appliance when it wears the Fiberglas* label. For Fiberglas is an old friend they've met in hundreds of extra-value products . . . and continue to meet every week in LIFE and a dozen other consumer magazines. Our year-round program of national advertising tells your customers how Fiberglas Insulation makes good appliances better—and new appliances possible—by muffling sound, controlling heat in everything from a small roaster to a huge freezer. Put this consumer acceptance to work for you—point to the Fiberglas label during every demonstration . . . and clinch the sale! Owens-Corning Fiberglas Corporation, Dept. 104-D, Toledo 1, Ohio.


*T.M. (Reg. U.S. Pat. Off.) O-C. P. Corp.

Speedy Sales Maker

Take a minute of your sales talk for this brief, simple demonstration of the superiority of Fiberglas Insulation. It pays dividends—generates real conviction that may help you change a no sale to a sale! Write today to the address below for your free "selling sample" of Fiberglas Insulation, and—

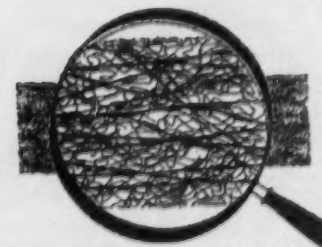


Sell with the sample:

Compress the Fiberglas Insulation sample between your fingers—show how it snaps back. Tell your customer that a resilient insulation won't ever settle, pack down, leave un-insulated hollows.



Then drive the point home. Slam the appliance door a few times. Tell your customer how the door will be slammed tens of thousands of times in the normal life of the appliance, making it essential to have a non-settling insulation.



Show the Fiberglas Insulation again. Explain how glass fibers—many times thinner than a human hair—trap millions of dead air spaces . . . more than ordinary insulating materials. That's why less Fiberglas is needed on the job . . . why an appliance can be smaller on the outside, bigger on the inside, when it's Fiberglas-insulated!



See Fiberglas' big two-page ad in full color in LIFE, April 30th. It's part of our continuing national campaign to promote Adequate Wiring . . . creating satisfied customers for you . . . boosting your sales!

NOTHING BUT PORCELAIN

WIPES NEW...ALWAYS



WON'T STAIN because it can't stain! It won't scratch either! Porcelain enamel is actually glass fused right into the metal. Naturally immune to heat and moisture, the new Porcelain enamels are unaffected by household acids and detergents, by wear and hard usage.

WON'T FADE because it can't fade! The color is a permanent part of Porcelain enamel. Wipes easily clean, retains no odors. Look for it on undersink cabinets, too, as well as on major home appliances.



FERRO CORPORATION

Developers of
today's finer Porcelain enamels

CLEVELAND • NASHVILLE • LOS ANGELES • 11 foreign countries



"A BETTER BUY"
says this label

Protect Profits!

PREFERRED

on household

Porcelain enamel helps sell appliances—and can build **EXTRA PROFITS** for dealers, too! Appliance buyers' strong preference for Porcelain enamel, as confirmed again in recent surveys*, gives you a big edge in developing sales . . . and in *closing* them with a fair profit.

Naturally, to cash in on Porcelain enamel, a dealer must *have it . . . know it . . . and push it* in selling his appliances. He must point out Porcelain enamel's advantages to the owner, the same features we're stressing every other week in the Saturday Evening Post.

*Gilmore Research Associates, Philadelphia

SELL MORE, behind this



Ad No. 14 appearing in
APRIL 14 issue

FERRO

Developers of

Push Porcelain!

5 TO 3*

major appliances

Ad No. 15 appearing in
APRIL 28 issue



MORE PROFITABLY
big campaign appearing
every other week in the

POST

CORPORATION

today's finer Porcelain enamels

ELECTRICAL MERCHANDISING—APRIL, 1956

**NOTHING BUT
PORCELAIN**
WIPE NEW... ALWAYS



WON'T SCRATCH because it can't scratch! Genuine Porcelain enamel is actually glass fused right into the metal. A glass so thin and tough you can bend it, write on it, try to burn it... and nothing happens. Look for it on your new home appliances!

WON'T RUST!

... because it can't rust! And it won't "wear through" either! Porcelain enamel is glass-hard, non-porous, immune to heat and moisture, unaffected by household acids, alkali and detergents. Practically a "must" for laundry equipment, it adds value to any product.



FERRO CORPORATION

Developers of
today's finer Porcelain enamels

CLEVELAND • NASHVILLE • LOS ANGELES • 11 foreign countries



"A BETTER BUY"
says this label



NEW PRODUCTS . . Air Conditioners, Dehumidifiers, Fans



GIBSON Air Conditioner

Gibson Refrigerator Co.,
Greenville, Mich.

Device: Gibson low-volt window air conditioner No. GAC-771B.

Selling Features: A $\frac{1}{2}$ h.p. model available with a 2-wire, 2-spring service cord to plug into any 115 volt outlet; draws less current (7.4) than many small appliances; may be transferred from window to window or from house to house wherever an outlet is available.



AMANA

Central Air Conditioning

Amana Refrigeration Inc.,
Amana, Iowa.

Device: "Central" self-contained residential air conditioning system.

Selling Features: Easy to install; packaged, air-cooled central air conditioner in 2 and $3\frac{1}{2}$ h.p. sizes; requires no remote refrigerant lines, pipe connections or remote condensers; can be installed anywhere with prefabricated glass fiber ducts which are available as accessories with both models plus air diffusers, return air grilles, and outside attic vertical grilles. A $3\frac{1}{2}$ h.p. size can cool home up to 2200 sq. ft. in size; 2 h.p. model, residence of 1500 sq. ft. Can be connected to furnaces or installed with independent duct system; low-voltage thermostatic control for remote operation is standard.

$3\frac{1}{2}$ h.p. unit has twin $1\frac{1}{2}$ h.p. compressors, one or both of which operate and cycle at same time depending on needs.



Amana Correction

The above illustration of Amana's 1956 window-type air conditioners inadvertently appeared upside down in our February issue, page 202.

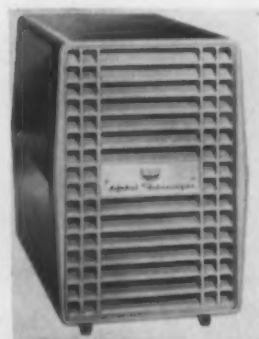


WHITEHALL Air Conditioner

Whitehall Engineering Co.,
1630 S. Michigan Ave.,
Chicago, 16, Ill.

Device: Whitehall "Kool-A-Bout" portable room conditioner No. WK-11D.

Selling Features: Requires no window installation; mobile unit provides $\frac{1}{2}$ ton capacity; beaver brown; steel exterior; partially sloping top provides air distribution without draft; cabinet (31 in. high, 19 in. wide, 18 in. deep) mounted on 4 ball bearing casters; panel on right gives easy access to push-button controls and thermostat; Freon-22 refrigerant; uses water for heat dissipation; do-it-yourself installation kits; 115 volt, 60 cycle a.c. uses 19.5 amperes; weighs 164 lbs. Price: \$349.95.



ADMIRAL Dehumidifier

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Device: Admiral portable dehumidifier No. DF-5.

Selling Features: Mounted on 4 swivel casters; can be plugged into any standard 110-115 volt a.c. outlet; controls moisture in closed areas up to 10,000 cu. ft.; removes as much as 24 pts. water from air every 24 hrs.; moisture is removed by cooling a series of coils to below room temperature; air drawn into bottom of unit by fan passes over these coils, moisture condenses and drops into removable rustproof container; drainage can be made automatic by connecting units hose to a drain; $13\frac{1}{2}$ in. wide, 20 $\frac{1}{2}$ in. high; grey-beige enamel finish; hermetically sealed $\frac{1}{2}$ h.p. compressor.



COOLERATOR Dehumidifier

Mc Graw Electric Co.,
Lonergan Mfg. Div.,
Albion, Mich.

Device: Coolerator dehumidifier.

Selling Features: Dehumidifies areas up to 13,000 cu. ft.; removes up to 3 gal. moisture every 24 hrs.; easy to move from room to room on swivel-type rubber casters; plugs into 115 volts; $1\frac{1}{5}$ h.p. Tecumseh compressor; condenser, evaporator and connecting tubing in one continuous hermetically sealed refrigeration system; 8-in. aluminum circulating fan; 23 $\frac{1}{2}$ in. high, 14 $\frac{1}{2}$ in. wide, 12 $\frac{1}{2}$ in. deep; tan finish with gold.



MITCHELL Dehumidifiers

Mitchell Mfg. Co.,
Div. Cory Corp.,
2525 N. Clybourn Ave.,
Chicago, Ill.

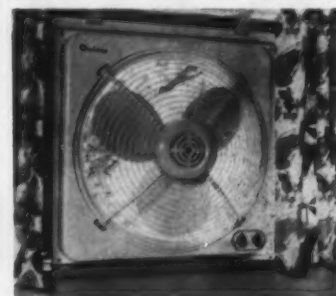
Models: 2 Mitchell dehumidifiers, Imperial and Economy.

Selling Features: Imperial circulates and heats as well as removes water from air; "humidity dial" constantly reads humidity in room and tells when to turn unit on or off; 4-position switch for circulate, dehumidify, heat and off; Dyna-system air dryer removes from 2 to 3 gal. water from a room in 24 hrs. depending on temperature and humidity; 1000-watt heating coil; high speed circulating fan; 3-way water disposal includes easy-to-empty container, a hose connection for disposal through drain, and provisions for collecting pan to deposit water directly when unit is located over drain; filter removes dust and foreign particles from air; weighs 65 lbs.; furniture steel cabi-

net on casters with hand holds for easy moving; will remove 17 to 25 pts. water per day in closed area up to 10,000 cu. ft., delivery 3410 btu/hr. and recirculates air at rate of 165 cfm; $\frac{1}{2}$ h.p. hermetically sealed compressor motor; 4-watt fan motor operates on 115 volts, 60 cycles, a.c.

Economy removes from 2 to 3 gal. water a day; hermetically sealed compressor; 3-way water disposal; furniture steel cabinet on casters; weighs 65 lbs.; removes 17 to 25 pts. water per day in 10,000 cu. ft. closed area $\frac{1}{2}$ h.p. compressor.

Prices: Imperial, \$139.95; Economy, \$119.95.

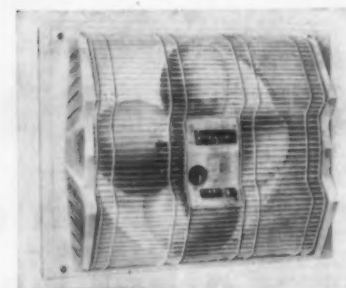


CHELSEA Window Fans

Chelsea Fan & Blower Co. Inc.,
Plainfield, N. J.

Model: Deluxe Chelsea window fans feature automatic thermostat controls.

Selling Features: Thermostat controls that provide automatic temperature control available on all 2-speed, electrically reversible models in line; fan automatically turns on when temperature rises and shuts off when room is cool; dial located on front panel of fan; new models have dome mounted on safety guard; gray baked enamel finish; quiet capacitor motor that permits rapid reversal of fan without first stopping.



FRIGID Window Fan

Frigid Inc.,
128 32nd St.,
Brooklyn, 32, N. Y.

Model: Deluxe automatic push button 20 in. venturi window fan No. WR20T.

Selling Features: Automatic thermostat control provides even temperature set and forget; electrically reversible-push buttons exhaust hot air, bring in fresh cool outside air; changes air of average apartment in 2 min.; 2-way fan finished in white enamel with polished aluminum 20 in. 4-bladed propellers; $\frac{1}{2}$ h. p. motor; 3 speeds: 1000, 800, 600 rpm; 3520 cfm; finger-tight guard; adjustable sliding panels 27 to 36 in.



Packard
REG. U.S. PAT. OFF.
 TRADE MARK

Packard Electric Division
 General Motors, Warren, Ohio

satisfied customers don't keep it a secret!

This man's bought a new way to do an old job . . . an electric power mower to cut his lawn. It's powered by a Packard Electric motor, in fact, and he's letting his neighbor in on its smooth, quiet, dependable performance. No, there's no secret here. There seldom is when an appliance is Packard-powered!

Packard Electric is an old hand at building satisfaction into motors. For over 39 years, Packard fractional horsepower electric motors have been delivering the kind of performance that makes for scenes like this. And scenes like this can't miss building sales and goodwill for appliance manufacturers.

“...expect to top
the record-breaking 1955 sale
of electrical products”

“There has long been a great need for an industry-wide campaign like LIVE BETTER . . . Electrically.

“This campaign, devoted to raising the standard of living by increasing the use of electricity in the American home, will serve as a powerful supplement to the selling efforts of dealers everywhere. It will emphasize to the public many ways for them to LIVE BETTER . . . Electrically and do much to help the sales of appliances and lighting, as well as to educate people on the need for adequate electrical service.

“Everyone connected with the electrical industry, no matter how remotely, stands to gain from the successful advancement of the electrical-living idea.

“As I see it, distributors and dealers will be the first to feel the increased demand for electrical products and appliances that can make home life happier, housework easier and leisure hours longer.”

How you can make the most of **LIVE BETTER...**

On the national level, in magazines and on television, the word will be spread all over the country “LIVE BETTER . . . Electrically.” At the local level, newspapers and radio, billboards and car cards, truck signs and window banners, postage meters and mailing pieces, business cards and letterheads, window displays and giveaways — all will be putting over one idea — “LIVE BETTER . . . Electrically.”

What's bound to be the result? Of course! People will become convinced that the way to live *better* is to live *electrically*. They'll want air conditioning; they'll want electric cooking, electric shop tools and water heaters and better wiring and better lighting and another television set and a hi-fi and all



Don Gabbert
President, National Appliance and
Radio-TV Dealers Association

Electrically



the other electrical wonders that you make . . . or you distribute . . . or you sell!

Doesn't it just make sense to tie in with an idea like that? Isn't this the star you've been waiting to hitch your wagon to? Get in touch with your local power company, find out what's being done in your area and tie in . . . tie in . . . tie in! A new 64-page book has been produced to help you help your customers live better electrically. In digest size, this book contains complete plans for "load-matched" residential wiring systems . . . a new and realistic approach to a steadily growing problem. For your copy, call or write your local electric utility company, or mail coupon at right with 10¢ to cover cost of handling.

LIVE BETTER . . . *Electrically*
P.O. Box 505
Great Neck, New York

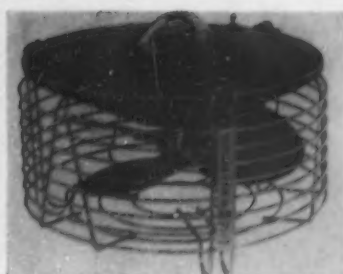
Please send me a copy of book entitled "How to help home owners LIVE BETTER . . . *Electrically*." I enclose 10 cents to cover cost of handling.

Name _____

Street address _____

City _____ Zone _____ State _____

13-902-6



COMMAND-AIR Fan

Tenna-Lite Mfg. Co.,
1809 Milwaukee Ave.,
Chicago, 47, Ill.

Device: Command Air No. 12 fan.
Selling Features: Motor has 1550 rpm and 2350 cfm air delivery; 12-in. blades; 360 deg. no-draft circulation; weighs 19 lbs; convenient carrying handle; 115 volt 60 cycles a.c.; can be used on floor, desk table top, suspended from ceiling, etc. Model No. 12 is a single speed model; No. A.P., has 3-speeds.

Prices: No. 12, \$24.95; No. A.P., \$29.95.



KISCO Fans

Kisco Co. Inc.,
2400-40 DeKalb St.,
St. Louis, Mo.

Models: Two new Kisco air circulators: C-15, Circularair and RE-20MX deluxe electrical reversible 20-in. window fan.

Selling Features: C-15 hassock fan recirculates 4600 cfm; recommended to increase efficiency of air-conditioning, also designed to furnish cooling comfort used alone; 3-speed heavy duty motor; four 12-in. deep-pitched Torrington blades provide quiet, efficient air distribution without drafts; modern safety grille; steel construction bronze with champagne top.



RE-20MX deluxe electric reversible 20-in. cabinet window fan has exhaust or intake action in high or low speeds; push button control; louvered fine "Mini-Mesh" grille provides cooling without drafts and automatically directs incoming air

NEW PRODUCTS Fans and Air Coolers

downward; guards blades and motor; Champagne baked enamel finish; 20-in. blades; side panels provide an extension to 38 in.

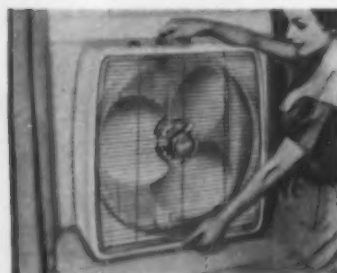


BROAN Fan

Broan Mfg. Co., Inc.,
1669 N. Water St.
Milwaukee, 2, Wis.

Device: Broan No. 700 Room-to-room fan.

Selling Features: Propels warm or cool air from one room to another; it equalizes room temperatures and provides greater economy in operation of room air conditioners, space heaters, wall type heaters or floor furnaces; 8-in. diam. venturi-type fan delivers 250 cfm.; manually operated with pull chain switch; adjustable for walls 2½ to 5½ in. thick; modern, white baked enamel finish.



DIEHL Ventilators

Diehl Mfg. Co.,
Electrical Div.,
Singer Mfg. Co.,
Somerville, N. J.

Models: Portable 20-in. 3-way ventilator and electrically reversible window type ventilator.

Selling Features: Portable model performs 3 services, can be (1) set in window frame to exhaust air; (2) turned around in window to take fresh air into house; (3) or removed from panel for use as floor or table circulator; 2x2 ft., 8-in. thick; ventilates over 300 sq. in. area; "lapped" aluminum blades built wide with deeper-than usual pitch; cools as many as 5 large rooms from single installation point; 2-speed motor; 1000 and 850 rpm; oyster white, rectangular cabinet fits any window from 28 to 39 in. wide; close meshed safety grilles front and back.

Reversible window type ventilator reverses upon flicking a switch, exhausts, or brings cool air from outside; wide-winged 20-in. blades lapped to give maximum air move-

ment; 2 speeds: 700 and 1000 rpm; replaces up to 2800 cfm; fits snugly into window; fits windows from 28 to 39 in.; panel is mounted on rubber stripping; closemeshed safety guard.



CONSTELLATION Fans

Constellation Fan Co.,
Div. Chelsea Products Inc.,
Plainfield, N. Y.

Device: Constellation 4-way fans.

Selling Features: Automatic thermostat controls for automatic cooling; available in 16 and 20-in., 2-speed, electrically reversible models; 20-in. model has capacitor motor; can be reversed while running at full speed; box type design; portable, can be used as floor circulator, adjustable window fan, tilting floor model or floor type rollabout that adjusts from 44 to 60 in.; green finish, has removable fingerproof safety guard front and back.

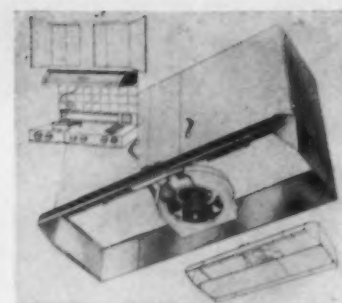


CHICO Air Coolers

Portable Air Cooler and Heater, Inc.,
San Francisco, Calif.

Device: Chico 1956 line of portable evaporative air coolers.

Selling Features: New models retain features of early models plus re-designed styling; Coronado has mahogany woodgrain finish; Monterey modern tone bleached blue-grey; other features include increased capacity including a 1/25 h.p. motor; a 3½ gal. water reservoir; increased accordion-type cooler pad surface area of 380 sq. in.; aspen fibre pads have cloverleaf fan which draws air directly through their watered surfaces; cooled air is then blown through large opening in quiet air flow providing complete change of air every 2 min. in room 18x20 ft., with 8-ft. ceiling; all-aluminum; weighs 14 lbs.; can be carried from room to room; handle and switch on cabinet top.



FASCO Ventilator

Fasco Industries Inc.,
Rochester, N. Y.

Device: Fasco Powerhood ventilator contained in adjustable hood.

Selling Features: Snap-in ventilator is attached to underside of hood; turbo radial impeller wheel, push-button controls and underhood light come ready-installed on Powerhood with working parts concealed to give a modern appearance; metal hood adjusts to fit underside of any cabinet from 30 to 42 in; pre-wired, easy to install; no cabinet cutting push-button panel with fingertip control of 3-speed impeller and underhood light; removable, adjustable grease tray trap; comes in white, copper, or stainless.



THERMADOR Cooler

Thermador Electric Mfg. Co.,
5119 District Blvd.,
Los Angeles, 22, Calif.

Device: Thermador deluxe portable evaporative cooler CF12P.

Selling Features: 1200 cfm; modern cube grille for directional air flow; cools average room in home, office, motel trailer or shop; equipped with diagonally balanced 12-in. 4-blade fan; 1/25 h.p. motor; easy-grip carrying handle; plugs into any 120 volt outlet; 3-gal water capacity accessible through easy-fill water spout; ivory baked enamel with brown; 21½ in. high, 17 in. wide, 15½ in. deep.

DAVIS Mower

G. W. Davis Corp.,
Richmond, Ind.

Model: Davis 22 in. reel-type rider mower.

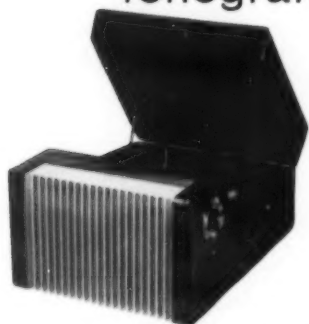
Selling Features: 1956 line of over 20 models features the "Seahorse" with unit-level throttle control which controls automatic clutch; V-belt drive, 22-in. reel, semi-pneumatic puncture proof tires, (rear 2 diamond cut), self-aligning cup and cone ball bearings, heavy-duty frame and all steel, tractor size bucket seat.

Price: \$159.95.



It thinks as it plays!

The new amazing **WEBCOR "MAGIC-MIND"**
fonographs change speeds automatically!



HOLIDAY Coronet. High Fidelity. With MAGIC MIND. Powerful amplifier, two large speakers, ceramic cartridge with 2 sapphire needles. Ebony or California tan. **ONLY \$104.50*.**



MUSICALE Coronet. High Fidelity. With MAGIC MIND. Diamond, sapphire styli. Three speakers for omni-directional sound! Beautiful hand-rubbed cabinet. Mahogany or Blonde. **ONLY \$164.95*.**

Other Webcor automatic fonographs from \$59.95 to \$275.00*
*Prices slightly higher West and Southwest.

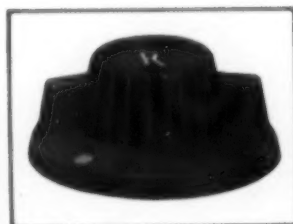
It's sheer magic! The new Webcor MAGIC MIND is the most amazing record playing mechanism since Webcor developed the first practical low-priced diskchanger!

Just stack up any assortment of 45 and 33 $\frac{1}{2}$ rpm records you want to play . . . 7", 10", and 12", all mixed up in any sequence. Regardless of speed or size Webcor's MAGIC MIND *automatically* selects the proper turntable speed, and sets the tone arm down accurately on the starting groove!

SEE IT WORK! It's magic! At any of the Webcor dealers listed on this page!

Another WEBCOR First!

The "MAGIC-MIND"



Watch this MAGIC MIND Speed Selector operate by itself on microgroove records! It automatically turns from 33 $\frac{1}{2}$ to 45 rpm and back again, as each record comes along! (Plays 78 rpm records, too, of course!)

All music sounds better on a

WEBCOR

**NO
CUSTOMER**
will even consider
another fonograf
once he sees
WEBCOR
fonographs with the
"Magic-Mind"

And why should he? At no extra cost . . . your customer gets the finest instrument on the market today . . . PLUS the MAGIC MIND — the greatest feature since the invention of the fonograf!

No other fonograf today has this automatic speed selector for microgroove records! It's the hottest . . . most natural sales clincher you ever saw!

ADS LIKE THIS

with dealer listings
will appear in

**PARADE
THIS WEEK**

and
**INDEPENDENT
SUNDAY**

SUPPLEMENTS
starting April 8.

Other ads to follow in

**SEVENTEEN
HARPERS**

**HIGH FIDELITY
HI-FI MUSIC AT HOME
ATLANTIC MONTHLY
SATURDAY REVIEW
OF LITERATURE**

IT JUST STANDS TO REASON!

THE WORLD'S MOST POPULAR TAPE RECORDERS
MEAN MORE SALES...MORE PROFITS...EASIER SELLING!

WEBCOR

(They outsell any other tape recorder today)

Webcor pioneered tape recorder selling. Webcor alone aggressively promotes them in consumer magazines, television and radio. Webcor alone is hitting the huge school market with consistent promotion.

And remember this. No other tape recorder offers the exclusive features . . . high fidelity tone . . . easy operation your customers get in Webcor.

Two recording heads . . . multiple speakers . . . no reel turnover . . . two motors . . . input and output jacks . . . Magic Eye for recording level . . . quality construction . . . and professional performance . . . at prices comparable to those of ordinary recorders.

See your Webcor distributor today for the fastest-selling tape recorders on the market today—WEBCOR.



WEBCOR

Royal Coronet

TAPE RECORDER

Finest high fidelity tape recorder in the popular price range!

Three speakers for omni-directional sound of stereofonic dimensions! Two recording heads . . . two powerful motors for constant speeds . . . two speeds $3\frac{3}{4}$ and $7\frac{1}{2}$ ips. Fast re-wind. New tape counter. Records in either direction, eliminates nuisance of reel turnover. Automatic stops. Easiest one-knob control. Monitor switch. Input, output jacks. Magic Eye for precise recording level. Wide range frequency response. Complete with microphone, 7" reel of tape and empty 7" reel.



WEBCOR

Royal

TAPE RECORDER

Here's the tape recorder that outsells any other on the market today!

Has two recording heads . . . two motors . . . two speeds— $3\frac{3}{4}$ and $7\frac{1}{2}$ ips. Records in either direction, eliminates nuisance of reel turnover. Easiest one-knob control. Input and output jacks. Monitor switch. Tape counter. Magic Eye for accurate recording level. Automatic stops. Safety button to prevent accidental erasure. Wide range frequency response for high fidelity.

All music sounds better on a

WEBCOR

Order the new
WEBCOR
FONOGRAPHS
and
TAPE RECORDERS
from your
Webcor Distributor

Alabama—Birmingham Elec. Bat. Co., Birmingham
Arizona—Black & Ryan Co., Phoenix
Arkansas—Carlton White Radio, Inc., Little Rock
Lavender Radio & TV Supply, Texarkana
Wise Radio & TV Supply, Fort Smith
California—Kemper-Barrett, San Francisco, Oakland, San Jose
Kieruff & Co., Maywood, (Los Angeles)
Sacramento Electronic Supply, Sac., Stockton
Western Radio & TV Supply, San Diego
Colorado—Interstate Radio & Supply, Denver
Connecticut—American Dist. Corp., New Haven
United Appliance Dist., New Britain
Washington, D.C.—Emerson Radio, Washington
Delaware—Radio Electric Service Co., Wilmington
Florida—Thuraw Distributors, Inc., Daytona Beach, Ft. Myers, Jacksonville, Miami, Orlando, Pensacola, St. Petersburg, Tallahassee, Tampa, West Palm Beach
Georgia—Edwards-Harris Co., Atlanta
Illinois—Crack Brothers, Springfield
Lincoln Radio and TV Corp., Chicago
The Cameron Co., Rock Island
Indiana—Radio Dist. Co., Indianapolis, South Bend
Iowa—Burghart Radio Supply Co., of Sioux City, Sioux City, Gifford-Brown, Inc., Cedar Rapids, Des Moines
Kansas—Interstate Electronic Supply Corp., Hutchinson, Wichita
Kentucky—Kentucky Electronic Dist., Louisville
Radio Equipment Co., Lexington
Louisiana—Lavender Radio & TV Supply, Shreveport
Southern Radio Supply Co., New Orleans
Maine—Nelson and Small, Inc., Portland
Maryland—Allied Appliance Dist., Baltimore
Massachusetts—DeMambo Radio Supply Co., Boston, Worcester
Soundco Electronic Supply, Springfield
Michigan—Allied Music Sales Corp., Detroit
Radio Electric Supply Co., Grand Rapids
Minnesota—Law Bonn Co., Duluth, Mpls., St. Paul
Mississippi—Brown Music Co., Jackson
Missouri—Fridley Bros., Inc., Kansas City, St. Louis
Mardick Distributing Co., Joplin
Ozark Motor & Supply Co., Springfield
Montana—Electronic Supply Co., Billings
Nebraska—Omaha Appliance Co., Omaha
Nevada—Osborne & Dermody, Inc., Reno
New Hampshire—DeMambo Radio Sup. Co., Manchester
New Jersey—All-State Distributors, Newark
Radio Electric Service of N.J., Atlantic City
Radio Electric Service of N.J., Camden
New Mexico—Momsen, Dunnegan & Ryan Co., Albuquerque
New York—Erskine-Healy, Inc., Rochester
Fort Orange Radio Dist., Albany
Progress Distributing Co., Buffalo
S & L Electronics, Middletown
Sanford Electronics Corp., New York
Stallman Distributing Co., Ithaca, Syracuse
North Carolina—Dixie Radio Supply Co., Charlotte
Freck Radio & Supply Co., Asheville
Southeastern Radio Supply Co., Fayetteville, Greensboro, Kinston, Raleigh
North Dakota—Bristol Distributing Co., Fargo
Ohio—Allied Music Sales Corp., Toledo
Appliance Wholesalers, Youngstown
Electronic Distributors, Inc., Columbus
Sanborn Music Co., Cincinnati, Dayton
Vanguard Distributors, Inc., Cleveland
Oklahoma—Trice Wholesale Electronics, Okla. City
Oregon—United Radio Supply, Portland
Pennsylvania—George D. Barbey Co., Lancaster, Lebanon, Reading
General Electronics Dist., Altoona
General Radio & Refrigeration Co., Scranton
General Radio & Electronic Co., Wilkes-Barre
Olympic of Pittsburgh, Pittsburgh
Radio Electric Service Co., Philadelphia
Warren Radio Co., Erie
Rhode Island—DeMambo Rad. Sup. Co., Providence
South Carolina—Dixie Radio Supply Co., Columbia
Florence, Greenville
Wholesale Radio Supply Co., Charleston
South Dakota—Burghart Radio Supply, Watertown, Sioux Falls
Tennessee—Braid Electric Co., Nashville
Chem City Supply, Knoxville
Jones-Sylar Co., Chattanooga
Lavender Radio Supply Co., Memphis
Texas—Crabtree's Wholesale Radio, Dallas
Electronic Equipment & Engr. Co., Corpus Christi
Hargis-Austin, Inc., Austin
Momsen, Dunnegan & Ryan Co., El Paso
R & R Electronic Co., Abilene, Amarillo
R & R Supply Co., Inc., Lubbock
Reader's Wise Dist., Inc., Houston, Beaumont
South Texas Appliance Corp., San Antonio
Bill Sutton's Wholesale Electronics, Ft. Worth
Utah—E. E. Pritchett Dist., Salt Lake City
Virginia—Radio Sup. Co., Norfolk, Richmond, Roanoke
Southern Electric Corp., Staunton
Washington—C & G Radio Supply, Tacoma
Columbia Electric & Mfg. Co., Spokane
Seattle Radio Supply, Seattle
West Virginia—General Electronics Dist., Wheeling
Mountain Electronics Co., Charleston, Clarksburg
Mountain Electronics of Huntington, Huntington
Wisconsin—Standard Electric Supply Co., Milwaukee
Alaska—Yukon Radio Supply, Anchorage
Hawaii—Honolulu Electrical Products Co., Ltd., Honolulu
Canada—Canadian Marconi Co., Toronto, Ontario



TOASTMASTER Toaster

Toastmaster Products Div.
Mc Graw Electric Co.
Elgin, Ill.

Device: Toastmaster copper toaster. Selling Features: Copper automatic toaster provides an extra-high toast pop-up making small slices easy to remove; Superflex timer; a handle is pressed down to lower toast and the toaster automatically takes care of process from that point on. Heavily plated durable finish with special transparent protective coating; handles and feet are brown bakelite.

Price: \$22.95.



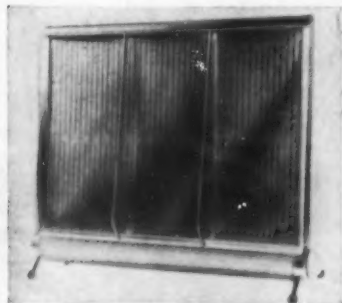
PIONEER Sweeper

Pioneer Appliances Inc.,
136 N. St. Clair St.,
Dayton, 2, Ohio

Device: Whisk-Away sweeper.

Selling Features: Full-size sweeper, 48 in. high; requires no attachments; weighs 7 lbs. complete; lifts dust, dirt, litter from rugs and bare floor at rate of 7,000 cfm, the manufacturer claims; hangs in closet; polystyrene plastic motor housing, cleaning nozzle, cord holder and handgrip; tubular steel handle; flip-switch on handle's underside; cloth bag removes easily; beige handle, gray cord, balance blue.

Price: \$19.95.



ALLIED Heater

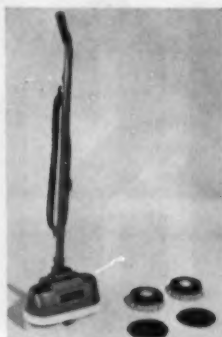
Allied Precision Industries,
425 Stevens St.,
Geneva, Ill.

Device: Allied Radiant glass portable heater No. 1400.

Selling Features: Styled by Ray-

NEW PRODUCTS

mond Loewy; silver and gold anodized aluminum frame retains a 120-volt, 1000-watt glass panel; built-in thermostat allows selection of desired temperature; tilted glass directs heat upward, provides uniform warmth by radiation; no fans or hot coils; equipped with permanent guard bars and handle; radiates 3400 btus from one side only; 26 in. long, 20½ in. high.



WESTINGHOUSE Floor Polisher

Westinghouse Electric Corp.
Springfield, Mass.

Model: Westinghouse twin brush floor polisher FP-3.

Selling Features: Two 6-in. counter revolving brushes; patented handle swivel for easy operation at any angle; 2 cleaning brushes; 2 polishing brushes; 2 felt buffing pads; ¼ h.p. a.c. d.c. Westinghouse motor. 2-tone turquoise finish.

Price: \$69.95.



BURGESS Sprayer Kit

Burgess Vibrocrafter Inc.,
Grayslake, Ill.

Device: Burgess deluxe sprayer kit VS-700.

Selling Features: Deluxe sprayer with sapphire nozzle, gray hammer finish, 1-qt. size aluminum jar; 4-oz. auxiliary touch-up container; accessory nozzle adaptor for spraying up or down while holding sprayer level; paint strainer attachment; "fogging" nozzle for mothproofers and insecticides; spare parts kit; instruction booklet; steel carrying case; sprayer is self-contained; knob on top adjusts for heavy or light spray; for use with paint, varnish, lacquer, enamel mothproofers, garden sprays, water insecticides.

Price: \$29.95.



CIRCLE AIR Heaters

Circle-Air Industries,
244 Herkimer St.
Brooklyn, 16, N. Y.

Device: Circle-Air electric unit heaters.

Selling Features: All models incorporate Circle-Air "Heat-Saver" which keeps fan in operation after thermostat has been satisfied, and continues until fins cool-off to 210 degs; thermostat is set lower than degree of heat desired; "Heat-Saver" also ends blast of cold air when unit starts—fan is inoperative until fins "warm up." Wafer thin, closely spaced aluminum fins provide maximum air contact with element, providing largest amount of usefully heated air; complete range of heaters available to fit all needs from 3,000 to 10,000 watts; "Heat Saver" standard on all; models are available for wall thermostat or with single or double pole built-in thermostats; sand colored, baked enamel case.

BRIEFS



Mall Tool Co., Chicago, announces an orbit action sander attachment that sands across and with grain at same time; for use with Mall No. 149 drills; uses ¼ standard 9x11 in. abrasive sheet; price, \$15.95.



A new laminated freezer paper for long term frozen meat protection

is announced by KVP. Features include 4-ply thickness; a heavy-duty once-around wrap; to protect meat for up to 12 months of storage; one side of paper has plastic wax coating for added protection.



An electronic device to regulate timing of automatic clothes dryers according to clothes dryness instead of timer setting is announced by El-Tronics Inc., Philadelphia. Control unit employs a conducting plastic wafer whose electrical resistance changes in proportion to relative humidity present, providing an exact measurement of safe drying period for each load, automatically shuts off machine when proper degree of dryness is achieved, regardless of time. For use on existing dryers; "less than \$50, including installation charges.



A 54-in sink base cabinet with matching wall cabinet for installation above sink is announced by Marvel Metal Products Co., 3843 W. 43rd St., Chicago. The 4-door, double drainboard porcelain top, 54-in. steel sink unit features 2 cutlery drawer undersink cabinets with all fixtures. The one-piece 54-in. wall cabinet ensemble consists of two 15-in. wide cabinets with right and left opening doors each of which has 3 shelves and double insulated doors with chrome handles, plus a 2-door center wall cabinet with two roomy shelves, and a built-in utility shelf.

PERFECTION Heaters

Perfection Industries
Div. Hupp Corp.,
7609 Platt Ave.,
Cleveland, 4, O.

Models: Perfection "Cool Cabinet" gas heaters X245, X230 and X220. Selling Features: Available in 22,000, 30,000 and 45,000 btu capacities; interior baffles; foil-faced fiberglass insulation at top; porcelain enameled steel burner; draft hood for vertical or horizontal flue connections; choice of 7 duotone colors; manual or automatic controls.

ATTENTION ALL ADVERTISERS!

If your products have
the famous
Guaranty Seal...see
that they
get the top billing
due them!

You can up sales in an unprecedented way, during the week of April 22nd, in these cities: Battle Creek, Mich.; Charleston, W. Va.; Knoxville, Tenn.; Lorain, Ohio; Mansfield, Ohio; Milwaukee, Wis.; Wichita, Kan.; Detroit, Mich. (May 20); Cincinnati, Ohio (June 19).

To get the most mileage for your products, be sure they're advertised in these influential newspapers. Most of the newspapers will run special Good Housekeeping sections filled with advertising by local merchants, on products with the famous Good Housekeeping money-back Guaranty Seal.

Alert your dealers, salesmen, distributors! See that your products are displayed in all of the participating cities ...so that you can cash in on this multi-city promotion.

She's sold when she's told:

"Good Housekeeping

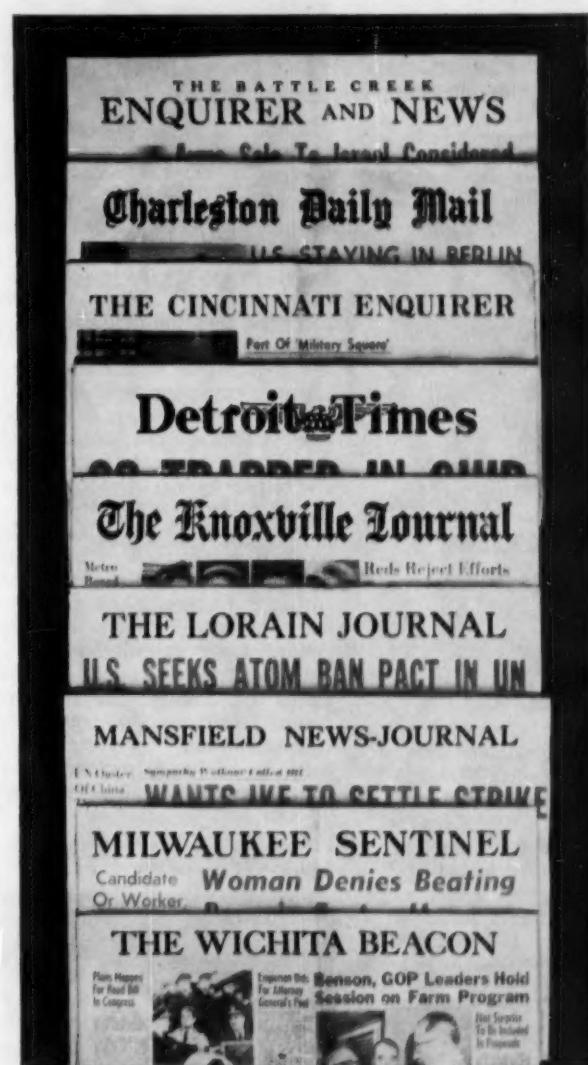
APPLIANCE

More Good Housekeeping Weeks are on the way!

If you are not an advertiser now...there's still time to get in on the great October "Good Housekeeping Week."

Will the October event be a success? Virtually all cities and newspapers that participated last October will repeat! Papers like The Albany Times Union, Baltimore News-Post, Dallas Times Herald, Fall River Herald News, Houston Chronicle, Arkansas Democrat, Meridian Star, New Orleans Item, Pittsburgh Sun-Telegraph, San Antonio Light. And among the newcomers: The Charlotte News.

What's in it for you? Sales! Only products with the Guaranty Seal will be singled out for spotlighting in stores and for local advertising. See how you can qualify, by calling Good Housekeeping, 57th Street and 8th Ave., New York 19.



Guarantees It"





RAYTHEON TV Set

Raytheon Mfg. Co.,
TV and Radio Operations
Chicago, Ill.

Device: Raytheon "Rollabout" combination TV set and wheeled cart.
Selling Features: A 2-wheel cart affixed to bottom of model M-1760-E, 17-in. table set permits the set to be wheeled about from one room to another; wheels are located on rear legs only—no wheels on 2 front legs to provide solidity when in use; other features include top tuning, a vertical chassis with improved circuitry; all-steel cabinet.
Price: \$139.95; cart alone, \$14.95.



SYLVANIA Radio

Sylvania Electric Products Inc.,
Radio & TV Div.
Buffalo, N. Y.

Model: "Sportsman" No. 3201 3-way portable.
Selling Features: Dial carries out a "compass" theme, mounted on front of set, its large circular tuning ring has CD "Conelrad" frequencies marked; volume control built into top of case; carrying handle folds into recess; operates on a.c./d.c. or battery; 4-tubes including 2 dual-purpose tubes plus 1 rectifier; 4-in. permanent magnet Alnico V speaker; direct-drive 180 deg. tuning; color-molded polystyrene.



MOTOROLA Radios

Motorola Inc.,
4545 W. Augusta Blvd.
Chicago, Ill.

Models: Motorola 1956 line includes 6 portables with all-transistor pocket radio topping line.

NEW PRODUCTS TV and Radio

Selling Features: New transistor model 56TI housed in unbreakable metal case that features Motorola slim silhouette; a rotating antenna doubles as carrying handle; measures 5½x3½x1½ in.; PLAcir chassis with 5 transistors avc; 2½ in. Jensen speaker.

Full size portables include a 6-tube roto-tenna model, Ranger 600, housed in same case as Mo-



torola 5-tube models; STAcir chassis modular; avc; civilian defense insignia, insulated chain cover retainer, permanent battery connections Alnico 5 Magnet speaker, precise vernier tuning; charcoal or sun steel case.

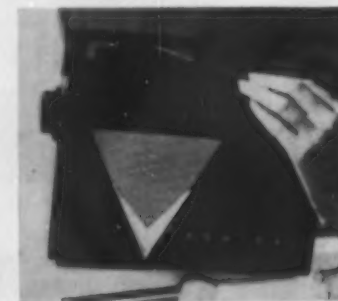
Riviera 5-tube in antique white and in a combination of blue and white, brown and white; deluxe features include die cast gold finished faceplate, earphone receptable precise vernier tuning; cases covered in ostrich grained fabric.

Fiesta Roto-tenna portable, in charcoal, flame, pink or blue, has built-in features such as permanent battery connections, Alnico 5 Magnet speaker; crushed cowhide grained fabric covering.

Corsair, lowest priced 5-tube model has diamond-grained fabric covered steel case and automatic volume control.

All models warm instantly from any power source, all operate on 90 volt batteries.

Prices: From \$29.95 for Corsair to \$49.95 for Transistor 56TI.



ADMIRAL Portable Radios

Admiral Corp.
1191 Merchandise Mart
Chicago, Ill.

Models: 3 new portable radios with printed circuit chassis.

Selling Features: Ac-de-battery portables feature an automatic battery shut-off when radio is operated on a.c. or d.c.; Rotoscope antenna on all models pops out of cabinet on

push of button, can be turned in any direction for best reception; tuning dial has CD markings; automatic volume control, long distance superhet circuit; battery-saver circuit; 4 cold tubes and a low temperature selenium rectifier; super deluxe model 4H22 features spring-back power cord which winds up automatically on concealed reel inside cabinet; comes in three 2-tone styles: red and white, tan and white and turquoise and white.

Custom deluxe 4F22 has power cord which tucks into cabinet through back opening; 2-tone styling with deluxe trim.

Deluxe portable 4E21 has charcoal gray finish.

Prices: From \$29.95 for 4E21.



RCA Portable TV

RCA Victor TV Div.
Radio Corp. of America,
Camden, N. J.

Device: RCA Victor "Personal" portable TV set No. 8pt703.

Selling Features: New chassis contains only 10 tubes plus kinescope type 8dp4 with 8½ in. outside diagonal measurement providing 36 sq. in. viewable picture; 4 crystals, 1-tube rectifier and a double selenium rectifier (7 of 10 tubes are double purpose duothermionic); picture tube length has been reduced to 10½ in. with wide angle, 90 deg. deflection; filtered safety glass front; V-type disappearing rod antenna adjustable for maximum reception in normal signal areas; for weaker areas a connection for an external antenna is provided; tuning controls under small panel on cabinet top include fine tuning, contrast, brightness, vertical, horizontal hold as well as channel selector and volume; set is 10½ in. high, 9½ in. wide, 12½ in. deep, weighs 22 lbs. without stand; matching carrying handle folds into cabinet top; matching stand available; choice of 3 decorator colors: red, gray, ivory.

Price: Approximately \$125.

RCA Portable Radios

RCA Victor Radio & Victrola Div.,
Radio Corp. of America,
Camden, N. J.

Models: 1956 line of RCA Victor portable radios includes 6 models: Shipmate, Midshipman, Wander-

lust, Globe Trotter, New Yachtsman and Strato-World II.

Selling Features: All models but Strato-World II have Impac non-breakable cases, dual-purpose styling for table or lightweight portable use.

New Yachtsman No. 7BX9 features a Marine Band as well as standard broadcast. Four new models including New Yachtsman and new version of the Globe Trotter feature "Wavefinder" rotating directional rod ferrite antenna, mounted on top of set with powerful circuits using 90-volt batteries—"Wavefinder" eliminates need to change position of set for best reception on each station. Shipmate, 5-tube model has enclosed ferrite core antenna; choice of red, 2-tone gray, and 2-tone green.

Midshipman, 5-tube chassis comes in aqua, gray with polished aluminum front, vernier tuning. Globe Trotter, 6-tubes, in gray or aqua; slide-rule dial vernier tuning rubber-mounted 3-gang condenser.

New Yachtsman, 6-tube chassis, slide-rule dial, vernier tuning, green; long distance reception on Marine or Standard band.

Strato-World II, 6-tube chassis; 7-bands, slide-rule dial includes International short wave, 2 domestic short wave a standard AM, electrical band spread system for pinpoint tuning; 220-volt power line converted available as optional extra; simulated leather case with plastic sides and pull-up 48-in. telescopic antenna for shortwave broadcast; Magic Loop and Signal Finder antennas for train and bus reception. All models have Golden Throat tone system.

Transistor 6 and 7 included.
Prices: From \$29.95 to \$139.95.



VOCALINE Radio Transceiver

Vocaline Co. of America,
Old Saybrook, Conn.

Device: Vocaline 2-way radio transceiver No. JRC-400.

Selling Features: Many features of Walkie-Talkie type equipment retained; operates over Citizens Radio Band for short distance personal radio communications; sends and receives over 10-miles when units are in line-of-sight; ¼ mile through obstructions; weighs 4 lbs.; plugs into 115 volt a.c. or 6 volt d.c.; no tuning needed, message is receiver over loudspeaker contained in Vocaline; self-contained units suitable for boating, farming, other outdoor communication purposes.

The Magnavox franchise assures you volume sales— greater profits

Less than 1500 dealers will sell close to \$100,000,000 of Magnavox instruments in 1956. No other brand approaches such sales per dealer!

1. Most complete, competitive line

Magnavox TV prices start at only \$149.50 (VHF). High fidelity instruments as low as \$99.50. Last year on Magnavox sales alone, fifty dealers averaged a retail volume of \$400,000. One hundred Magnavox dealers averaged \$300,000.

2. Greater Profit Margins

Magnavox offers the largest guaranteed markups of any leading television-radio-phonograph manufacturer.

3. Most Step-Up Sales Features

It's easy to trade Magnavox prospects up to more profitable models. Your profits step up, too.

4. No Price Cutting

Magnavox maintains a policy of vigorous price enforcement which guarantees you protected profits.

5. Price-Protected Inventories

Your Magnavox inventory is protected under the provisions of the Magnavox profit franchise.

6. No "Annual Line," No Dumping

New models are integrated gradually. No quick change-over to leave you with "out of date" inventory.

7. Transportation Prepaid

Magnavox instruments are shipped to your door without extra cost to you—adds to your profit margin.

8. No Promiscuous Franchising

Magnavox sells to less than 2% of the nation's most dependable and outstanding retailers.

9. Gold Seal Guarantee

Three months' service on all television instruments bearing the new Magnavox Gold Seal, plus a full year's warranty on all tubes and parts. No other manufacturer promises such trouble-free performance—and backs it up with such an all-inclusive warranty.



The most profitable franchise in the industry—backed by the most saleable line!



The Magnavision 21 gives you optical filter, reflection barrier, larger Magnavox speaker, "Magnapower" full-transformer chassis. In mar-proof cordovan finish, complete with stand, only \$179.50 (VHF).



The Constellation 21 has 20-tube full-transformer "Magnapower" chassis, 8" Magnavox extended-range speaker, top controls for full-view tuning. In mar-proof cordovan finish, \$199.50 (VHF).



The Magnarama 24 with 2 speakers. Top-tuning controls concealed by cover which projects sound forward when open, turns off set when closed. In cordovan, with stand, only \$249.50 (VHF).



The Videorama 21... new concept TV. 4 speakers (2 on each side), surround viewer with "Stereosonic" sound. In Syntex mahogany \$299.50 (VHF) with stand. Slightly higher with table shown.



The Concerto gives better tonal performance than many consoles. 3 high fidelity speakers, 6-watt push-pull amplifier, precision automatic intermix record changer. Mahogany, with stand, \$119.50.



The Concert Master—custom-engineered high fidelity radio-phonograph in fine furniture. Has new drift-free AM-FM tuner. 20-watt amplifier; four high fidelity speakers. In mahogany, only \$298.50.

Let's talk it over. We'd like to give you all the details so that you can compare them point by point across the board. There may be a Magnavox franchise open in your area. Why not write today? The Magnavox Company, Fort Wayne 4, Indiana.

Prices subject to change without notice

the magnificent
Magnavox

Hottest Value Leaders

Hotpoint **STYLE-MATCHED LOW-COST PAIRS**
IN COLORS—FOR



Hotpoint Fully Automatic
Low-Cost Style-Matched Pair
in Coral Pink

look to **Hotpoint** for

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**FOR FULLY AUTOMATIC WASHING AND DRYING
VOLUME BUSINESS FOR YOU!**

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HOTPOINT MODEL LH-11

- **Automatic Fill** . . . no need to fill the tub with a hose. Washing starts automatically.
- **Automatic Water Temperature Selection** . . . no need to adjust water temperature at faucet.
- **Automatic Wash, Rinse, Spin-Dry** . . . exclusive Wond-R-Dial eliminates need for manual control of cycles, shuts off when completed.
- **Automatic Partial-Load Control** . . . lengthen, shorten, skip, repeat or stop any part of the entire cycle, with automatic Wond-R-Dial.

plus these extra features...

- **ALL-PORCELAIN**—inside and out!
- **ALL-STEEL**—one-piece, wrap-around construction!

TOP VALUE AUTOMATIC DRYER!

HOTPOINT MODEL LB-12

- **Either 115 or 230 Volt Operation** . . . offers complete plug-in versatility.
- **Precision Electric Timer** . . . sets for 15 to 60 minutes, plus 30-minute extra period. Shuts off automatically.
- **New Design** . . . centrifugal-type blower.
- **World's Largest Lint Screen** . . . increases efficiency.
- **Safety Door Switch** . . . shuts off operation automatically when door is open.
- **Flush-to-wall Installation** . . . adds beauty; keeps articles from falling behind Dryer.

plus these extra features...

- **ALL-PORCELAIN** Chassis and Drum!
- **SEALED CALROD® HEATING UNITS**—no open coils!

MATCHING BACK PANEL ON DRYER IS OPTIONAL

Your choice of
Hotpoint
Colortones

Coral Pink Sunburst Yellow
Meadow Green Seafoam Blue
and Woodland Brown

the finest-first!

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Get the complete story on Hotpoint's hard-hitting, field-tested Home Laundry Retail Merchandising Plan that's localized to sell your market! It has everything you need to develop more full-profit Home Laundry sales! Ask your Hotpoint Distributor for all the details on this program—and for information on the full line of matched Hotpoint Automatic Washers and Dryers that are setting sales records all over the nation!



CRESCENT Record-Changer

Crescent Industries Inc.,
5900 W. Touhy Ave.,
Chicago, 31, Ill.

Device: Corsaire C-607 hi-fi record changer.

Selling Features: Plays and intermixes all record sizes in sequence without selective stacking; automatic tone arm positioning; double angle isolation drive makes it rumble-free; professional stylus pressure adjustments prolong record life; new silent sentry change cycle; rubber cam design; white para rubber turntable mat keeps records clean, prevents static; black, silver and gold styling.

Price: \$54.95.



V-M Tape Recorders

V-M Corp.,
Benton Harbor, Mich.

Models: Fidelis No. 750 and "Teen-time" No. 625 have been added to V-M line.

Selling Features: Fidelis table model tape recorder is equipped to play binaural tapes; has frequency response of 40 to 12,000 cycles plus or minus 3 db; 5-watt output at maximum 2% distortion; two 8-in. speakers plus tweeter; separate speaker amplifier jacks, also a jack for binaural external cord on back; blonde or mahogany wood-finished cabinets have storage space for a dozen tape reels; optional legs in black or brass finish with storage shelf convert the No. 750 to a chairside or console model; teams with "Fidelis No. 560 4-speed hi-fi phono.



NEW PRODUCTS . . . TV Accessories

"Teentime" No. 625 is a single-speed unit; a 45 rpm automatic portable in 3 color combinations. Prices: Fidelis No. 750, \$259.95 without legs; Teentime, \$39.95.

TV Accessories



MEDAL Antenna Kits

Medal Mfg. Co.,
Sharon, Pa.

Device: Captain UHF antenna kits in 2 series, CR-1 and CR-3.

Selling Features: CR series includes an all-aluminum, back mount, corner reflector antenna. CR-3 offers a low-cost, chrome-plated steel antenna. A standard line of accessories including mast, UHF twin lead wire, guy wire, guy clamp, lightning arrestor and a choice of 3 types of mounts are offered. Kits with antenna, accessories and hardware are also available.



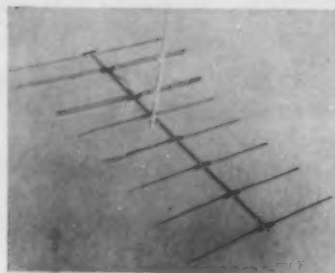
RMS Indoor Antennas

RMS,
2016 Bronxdale Ave.,
New York, 62, N. Y.

Models: Indoor Glamoramic antennas in 3 colors.

Features: New series available in ebony, ivory or mahogany; engineered into 2 halves that fit snugly together, each antenna houses an iron casting so maximum weight exists on outer edges, producing a low center of gravity GL-102 for VHR or UHF reception, features a 6 position switch that tunes for peak sharpness by electrically coupling proper elements and phasing bar—complete with 3-section brass dipoles gold matching twin lead and felt cushion base. GL-103 for VHF features aluminum dipoles, GL-104 for VHF has matching gold twin lead to grass dipoles.

Prices: GL-102, and 104, \$9.95; GL-103, \$8.95



CLEAR BEAM FM Antenna

Clear Beam Antenna Corp.,
100 Prospect Ave.,
Burbank, Calif.

Device: Sonic-Tone FM Fringe antenna D8FM.

Features: Designed for high gain reception across entire FM band of 12 db from 88 to 108 mc; matched impedances for use with customary FM tuners; based on yagi principles, it incorporates a tuned set of T match dipoles, 5 director elements and 1 reflector element; all aluminum; it comes completely preassembled.



SUPERIOR Tube Tester

Superior Instrument Co.,
2435 White Plains Rd.,
New York, 67, N. Y.

Device: TV-12 Trans-Conductance tube tester.

Features: Tests all tubes including 4, 5, 6, 7, octal, lock-in, hearing aid, thyatrons, miniature, sub-miniatures, noval, sub-minor and proximity fuse types; also all transistors produced to date; improved trans-conductance circuit, amplification factor, plate resistance and cathode emission are all correlated in one meter reading; new roll chart mechanism uses combination of fibre and brass gears to eliminate backlash and slippage; tapped transformer makes it possible to compensate for line voltage variations to a tolerance of better than 2 percent.

Channel Master Corp., Ellenville, N. Y. announces a new indoor TV antenna, "Glide-o-Matic" series 3700, which provides clear reception in strong signal areas; a low-loss gliding switch helps eliminate snow, ghosts and other problems. Mounted on tip-proof base; brass models available in ivory, mahogany and ebony; aluminum models with ebony bases. Price \$9.95.

FOR THE DEALER



SPACEMASTER Econ-O-Flex

Reflector-Hardware Corp.,
2235 S. Western Ave.,
Chicago, 8, Ill.

Device: King size Econ-O-Flex 71 KS display shelf.

Features: Provides 58½ sq. ft. live selling space in 18½ sq. ft. floor area; frame is 90 in. long; 24 all metal shelves; frame is double slotted on both sides at 1 inch intervals for individual shelf adjustability; all shelves corner-holed for glass binning spacers shipped complete as shown including sign-holder.

Price: \$117.50.



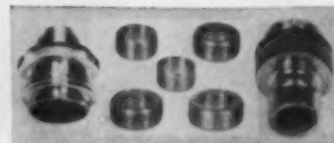
Appliance Town Wallpaper

The Warner Co.,
108 S. Desplaines St.,
Chicago, 6, Ill.

Device: "Appliance Town" wall paper, especially designed for use in dealer's showrooms.

Features: A high quality hand print, available in single roll and triple roll bolts if desired. Single roll will cover approximately 30 sq. ft.;—it is 30 in. wide and 5 yds long; design is available on white background with coral and leaf-green top tones, on a sandalwood background with geranium pink and lime green, and on grey with coral and chartreuse.

Price: \$8.75 per single roll.



Faucet adaptors for use with clothes washers and dishwashers are now available to fit the most shallow faucet. These new adaptors, announced by P-G Products Mfg. Co., 230 E. 162nd St., New York, N. Y., No. 290 and 291,

It Sounds
Better
Than Ever



"... since my service man fixed it! Complicated sets are scarcely my cup of tea, but I do know this: he used Tung-Sol Tubes and my set's never worked better."

TUNG-SOL MAKES:
All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

TUNG-SOL®
Blue Chip Quality
RECEIVING TUBES

NEW PRODUCTS Briefs

feature fit-all insets ranging from $\frac{1}{8}$ to $\frac{3}{4}$ inches that come with assembly. No. 219 has added feature of a Snap-Tite coupler.



Oasis announces a new Constellation line of "Hot 'n Cold" beverage center water coolers that furnish hot water for making instant coffee, etc. in addition to cold water. Made by Ebco Mfg. Co., Columbus, O., they are available in pressure type and bottle type—the latter features a refrigerated compartment.



Cabinets for "built-ins" are now available according to Brammer Mfg. Co., Davenport, Iowa. This new line of cabinets are tailored to fit all popular brands of appliances—and include models for built-in ovens, refrigerators, freezers and dishwashers as well as for drop-in ranges and sinks. Of wild-grain birch, they are also available unfinished. Do-it-yourself economy models complete with instructions are also available.



Toro Mfg. Co., announces a new power handle, 1000-watt emergency generator which will keep lighted 10 lamps, each with a 100-watt bulb, in absence of normal current.



Temprite Cadet is the trade name of a new line of water coolers announced by Temprite Products Corp., Birmingham, Mich. Available in 3 models, 2 bottlecoolers one with direct plumbing. Designed to occupy small space.

Republic Steel Kitchens, Canton, O., announce two new cabinets which will accommodate 40 different built-in ovens. Cabinets are 24 and 27-in. wide and 60 in. high with roomy under oven drawer. Matching wall cabinets, 24-in. high and 13-in. deep with an adjustable shelf are included.

A low-priced, self-priming, centrifugal pump in $\frac{3}{4}$, 1 and 1 $\frac{1}{2}$ hp sizes is announced by Lancaster Pump & Mfg. Co., Lancaster, Pa.



BROWN Ranges

Brown Stove Works Inc.,
Cleveland, Tenn.

Models: Brown gas ranges U 307-1EHWZ and U-77-1H.

Selling Features: U 307-1EHWZ, 30-in. range features 23 in. wide oven; copper escutcheon, concealed venting, electric clock with 4-hr. timer, lamp, convenience outlet, chrome top, Micro-Lite instant top burner ignition, Hi-Lo clock valves, EZE-Out oven bottom, EZE-Kleen removable broiler, Windoor with interior light, black and copper "blue flame" control knobs; drilled aluminum burner caps.

U-77-1H, 36 in. range has copper backguard escutcheon with black and copper clock, 4-hr. timer, lamp, convenience outlet, black and copper "blue flame" control knobs, drilled aluminum burner caps, EZE-Out oven bottom and EZE-Kleen removable broiler, Micro-Lite top burner ignition and Hi-Lo click valves.

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Hear
Complaints



"... when I use Tung-Sol Tubes for replacement jobs! These dependable, long-lasting tubes stay put. Instead of wasting time on callbacks, I'm out servicing new business!"

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

TUNG-SOL®
Magic Mirror Aluminized
PICTURE TUBES

AROUND THE STORE WITH G-E MOTORS . . .



Specifying G-E Motors CAN Boost Your Profits!



"YEARS AHEAD" DESIGN of G-E motors includes many saleable features: long-lasting Mylar* insulation; no reoiling for summer use; all-angle sleeve bearings for vertical or horizontal operation.

*DuPont trade-mark for polyester film.



PROVEN CUSTOMER PREFERENCE for General Electric motors means easier sales for you. These sales-aid tags on the products you sell will back you up when you say: "We carry only the best."



PROMPT, LOCAL SERVICE by the G-E Small-motor Service Station in your area minimizes customer inconvenience and your repair expenses. See the "yellow pages" of your phone book for his location.

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SECT. 702-41, GENERAL ELECTRIC CO., SCHENECTADY, N. Y.

TRADE REPORT

APRIL • 1956

Second Quarter '56: No Need To Worry

- A few soft spots hurt TV and some major appliance sales, but manufacturers stick to good volume estimates through second half
- Low saturation appliances, hi-fi and radios show strength; no decline in consumer purchasing power noted in distribution system

It still looks like a good year.

Taking over from a peak '55, this year faced stiff competition to equal or exceed last year's record sales figures. It now looks as though 1956 will attain the full \$8-billion-plus sales stature prognosticators freely granted it.

Strongly indicative of this are the opinions of manufacturers, distributors and dealers contacted by ELECTRICAL MERCHANDISING last month. They agree that business for the TV-industry has been good thus far and will continue to be good in the second quarter.

Somewhat less conclusive but also encouraging are initial 1956 figures. They show that the big guns in laundry equipment—washers and dryers—got off to a flying start, but that refrigerators, ranges and freezers, along with TV, are off the '55 first-month pace.

Manufacturer Optimism. Here's the manufacturer response to the question of second-half business:

A spokesman for General Electric's appliance and television receiver division says he looks for continued improvement in second-quarter business conditions and "confidently expects our production and sales to exceed those for the same period in 1955."

No less optimistic is Frigidaire. Pointing to industry retail sales that he finds up from 10 to 40 percent, a spokesman feels the trend will continue into the next quarter. He says, "Projected general business conditions . . . support high volume appliance sales."

Philco's production on various appliances, including refrigerators, freezers and air conditioners, was recently

increased by from 40 to 60 percent. This was to accommodate what outgoing president James Carmine referred to as "a record volume of orders for the spring season." The firm claims air conditioners are up 30 percent, radios, 50 percent, and ranges and refrigerators, up 40 percent. A spokesman sees "no reason to feel business will slide off in the second quarter—or in the third quarter."

Kelvinator's Walter Jeffrey points to new home construction and a reversal of first quarter employment cutbacks in the automotive industry as indicators that a strong second quarter is in prospect. "Appliance production and sales prospects continue strong," says Jeffrey. "We see no rea-

son to alter our year-end forecast of a general 6 percent increase in major appliance business for 1956."

Radio and TV. Radio's strength at the opening of the year was sustained going into the second quarter, and even though soft spots have been evident in television, manufacturers look for a pickup. There is no amending of the optimistic expectations advanced in the past.

Typical comments of those manufacturers spot-checked are:

Motorola's E. R. Taylor: "... home radio, car radio and record players nicely ahead of '55. TV sales unexpectedly soft in February . . . we're bullish for the whole year . . . economy at high level."

Zenith's L. C. Truesdell: "Our sales to date running ahead of last year in all categories, radio, television, phonographs . . . believe second quarter will be very good . . . danger ahead lies in lowering of prices . . . to keep second quarter sales up. Zenith does not think this is necessary on a broad scale . . ." anticipates "good second half due to election activity."

RCA's Robert Seidel: "Production and sales volume of RCA-Victor high fidelity music systems and radios in first quarter substantially above same period last year. Outlook for black-and-white television sales . . . slightly

more than last year's second quarter record high . . . remainder of year extremely encouraging based on general economic conditions, replacement and second-set market for black-and-white TV . . . public acceptance of high fidelity, interest in portable, transistor and table radios, and mounting coast-to-coast excitement over color TV."

CBS-Columbia's Norman C. Owen: "Sales and production are up in the second quarter. Strength of the replacement TV market, of the second-set market, and interest in mobile sets, sets with remote control, push-button tuning and other features are factors contributing to a strong TV market."

Du Mont's William Kelley: "Realistic look at second quarter indicates reduced activity . . . strong market . . . in our opinion is doubtful . . . with presidential election political activity last half looks favorable."

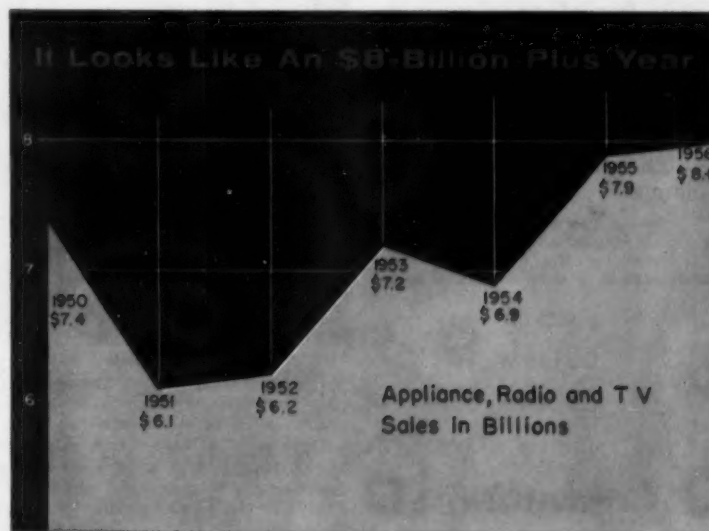
With Distributors and Dealers. At the selling front, there is mixed reaction as to what business thus far this year portends, what must be faced up to in the quarter ahead. Dominant opinion is that sales will be good, with profits holding up in some product categories, falling off, despite volume, in others.

A Chicago distributor reports first quarter sales ahead by 10 percent, expects the second quarter to show up just as well.

Another Chicago distributor is 26 percent ahead in the first quarter because of a booming air conditioning business, while other lines are off. Profits are less, he maintains, despite the gains. He also feels that consumers are over-extended which will materially slow second quarter sales.

In Dallas, a distributor also had a best-ever quarter in air conditioning business, expects the next three months to be just as good. Another distributor in the same city reports an increase of 40 percent in business, but with the volume not necessarily representing a like increase in profits.

One dealer in Milwaukee has had an increase in the first quarter in kitchen business, finds also that free-standing appliances and radio and TV are continuing good going into the second quarter. There seems to be a minimum of trouble with over-extended credit in the city.



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It's Fully AUTOMATIC...



It's The
NEW

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\$18.95

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NEW—Entirely new—from its long graceful spout to its rich gleaming chrome finish! • It's light to handle! • Offering the most useful conveniences—the eye-catching Signalite; • the Flavor Control; • and Fully Insulated Pump and Tube for forceful perking. • Enticingly priced for volume sales.



The Empire "COFFEE-QUICKIE"

**2-Cup Electric Percolator
With Smart New Styling**

"A cup for two . . .
or two for you."

For that quick cup of
coffee . . . thrifty!!
Ideal for traveling!!

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Housewares of Enchantment

The METAL WARE Corporation

Two Rivers, Wis.

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Specialists In
Coffee Makers
For Over a
Third of a Century

Competitive air conditioning business in San Antonio may cause the second quarter to fall behind last year, in the view of one San Antonio distributor, while another distributor in Houston has had a rousing first quarter and sees no slackening of the favorable pace. Dealers in Dallas and Midland, Texas, are happy with their first quarter results, see equally good months ahead.

Figures Story. Earliest available '56 figures confirm heavy sales in laundry equipment, some low saturation appliances, and in radio.

AHLMA, for instance, reports January sales up as follows: electric dryers, 34 percent; gas units, 84 percent; automatic and semi-automatic washers, 8 percent; wringers and spinners, 15 percent.

Returns from VCMA show vacuum cleaners ahead in January by 21 percent.

NEMA figures put dishwashers ahead 65 percent in January; food waste disposers up 20 percent; water heaters up 11 percent. Refrigerator sales dropped 23 percent below the previous January, but two-door units gained in the same period by 32 percent. Standard ranges were down 20

percent in January but an early check of February indicates an average will bring this back to a 9 percent gain for the two-month period. Meanwhile built-ins showed a 225 percent January gain. Freezers got off to a pace 10 percent below '55 levels.

Home, clock and table radios, according to RETMA production figures, got off to a flying start, 13 percent ahead of January last year. Automobile radios lagged, however, and TV was off the pace by 10 percent.

What's Ahead? The slow start of the volume-builders—TV, refrigerators, ranges, and freezers—has not taken the edge off a prospective good year. And no deterrent factors are chipping at the economy. Employment is still high, consumer purchasing power strong, any rumblings about over-extended credit have not trickled back to blunt manufacturer, distributor, and dealer business. In short, no dip in the economy has occurred and none is looked for.

It could mean that the predicted 5 to 7 percent increase over '55 might come to pass. That would mean an \$8-billion-plus sales year. And the second quarter will contribute its share.

Brand Name Dealer Named

Sam Hagy of Dallas is the appliance Retailer-of-the-Year; certificates of distinction go to Lederer, Stucky, Bering, and Wilson

The Brand Name Retailer-of-the-Year award in the appliance category will go to The Good Housekeeping Shop, Inc., Dallas, Texas, Sam C. Hagy, president. The award will be presented April 18 at the Brand Names Day dinner in New York.

Certificates of distinction will go to: Lederer, Inc., Bridgeport, Conn., Joseph H. Lederer, president; Stucky Bros., Ft. Wayne, Ind., Ken Stucky, secretary-treasurer; Mechanical Engi-

neering Corp., Norfolk, Va., G. A. Bering, Sr., president; and Wilson Electric Appliance Co., Gary, Ind., Mark Wilson.

Henry E. Abt, president of the Brand Names Foundation, said 1,700 industry, retailing and advertising leaders will witness the presentations at the Waldorf-Astoria Hotel. Vice President Richard M. Nixon will deliver the keynote address at the April 18 dinner.

The winners were among 570 finalists in 24 categories. The judges were the top brand name retailers from last year. H. B. Price, Jr., of Price's, Norfolk, Va., was chairman of the judging panel.

The winning presentations will be on display in the Astor Gallery of the Waldorf-Astoria for three days starting Monday, April 16. The week of April 15-21 will be designated as Brand Names Week by Mayor Robert F. Wagner of New York.

The 120 award winners will be honored in a three-day round of activities prior to the Brand Names dinner. Life, the Saturday Evening Post and NBC will give a series of breakfasts, lunches, cocktail parties and buffet suppers for the winners during the three-day program. The retailers will also be taken on a tour around Manhattan, to the United Nations, the Metropolitan Museum of Art and two advertising agencies. Famous costume jewelry designers, Trifari, Krussman and Fishel, will present each winner with an especially designed "Key to Brand Names Week."



THE BRAND NAMES FOUNDATION recently honored the Leonard name for 75 years in the household refrigerator business. Foundation president Henry E. Abt, left, presented a diamond anniversary certificate of service to Walter Jeffrey, vice president of appliance sales for American Motors Corp. The Leonard refrigerator is the only major electric appliance to be honored by Brand Names for 75 years of service.

"McCall's Use-Tested Tag helps sell our appliances"

says **IRVING GRANOFF,**

Manager of the Asbury Park, N. J. store of the Atlantic Appliance Company, Inc.



The Asbury Park appliance showrooms (at Asbury Ave. and Main St.) of the Atlantic Appliance Co., Inc. Eight heavy-traffic stores make Atlantic one of the largest appliance chains in the state of New Jersey.



"we used it and we like it!"

"We have sold many appliances as a direct result of McCall's Use-Tested Tag... Our customers are visibly impressed when they see McCall's name and the statement that McCall's editors have actually used and tested

these appliance models. It is obvious these customers have faith in McCall's as homemaking experts. We believe McCall's Use-Tested Tags, with their finger-tip sales-talk, exemplify 'informative packaging' at its best!"

More than 1,800,000 new appliances are now being sold with McCall's Use-Tested Tag by these manufacturers

MAYTAG *Kelvinator* **NORGE** **TAPPAN**
ROPER *Voice of Music* **BENDIX** **UNIVERSAL**
DAZEY *Oster* *Waring* **Presto** **MIRRO-MATIC**
ELNA **NECCHI** *KitchenAid* **HARDWICK**

**To put your name on this Tag and this Tag on your product, see the man from McCall's.*

McCall's

230 Park Avenue, New York 17, N. Y.



Most people "Remember the Alamo," but...

do they know where to find the appliances and other electrical supplies you carry? Use the 'Yellow Pages' of your telephone directory to give them information they want — your name, address, telephone number and special features of your business.

The 'Yellow Pages' are America's most used buying guide — have been for more than 60 years. And millions of messages in 17 leading national magazines are reminding men and women at home and in business year after year to find you fast in the 'Yellow Pages.'

That's why it pays to advertise under the 'Yellow Pages' headings that can mean more phone-in or walk-in sales for you.



Advertisers of branded products are using this emblem to tell prospects how to find their dealers.

ASK THE "CLASSIFIED" MAN FOR DOLLARS-AND-CENTS DATA ON 'YELLOW PAGES' ADVERTISING. HE CAN BE REACHED THROUGH YOUR TELEPHONE BUSINESS OFFICE.



No Cliches Here

Arnold H. Maremont, Thor Corp. board chairman, told a recent meeting of the New York Society of Security Analysts that Thor turned a 1954 loss of \$2.5 million into a 1955 profit of more than \$400,000 by discarding "cliche thinking" and embarking on a program of "assets conversion."

"There is no longer a place in the home appliance field for the single-line company," Maremont said. "The single-line company cannot compete with the intensive, expensive merchandising of full-line companies who compete with TV programs and only incidentally with their products."

In these circumstances, Maremont contended, Thor had three choices: (1) sell to a big competitor; (2) stay in a rut while assets were dissipated; or (3) revise its thinking and convert assets into profitable enterprises.

Thor chose the third course, sold its washer plants, retained the name for washers, now supplied by the Bendix division of Avco, bought a paper mill and a Christmas tree ornament firm, and expanded its production of electronic controls.

Looking ahead, Maremont's estimates indicate the washer operation of Thor will account for only one-tenth of total earnings, which seems to keep the firm in the washer business with no great surge in the offing. A further indication that Thor may be backing away from the appliance business was in Maremont's attitude on diversification.

Admitting that his firm was looking for further diversification, his reply was an emphatic "No!" when asked if it would be in the appliance field. A further question as to whether Motor Products Corp., of which Maremont is a board member, would be merged with Thor was also answered in the negative.

Manufacturer Briefs

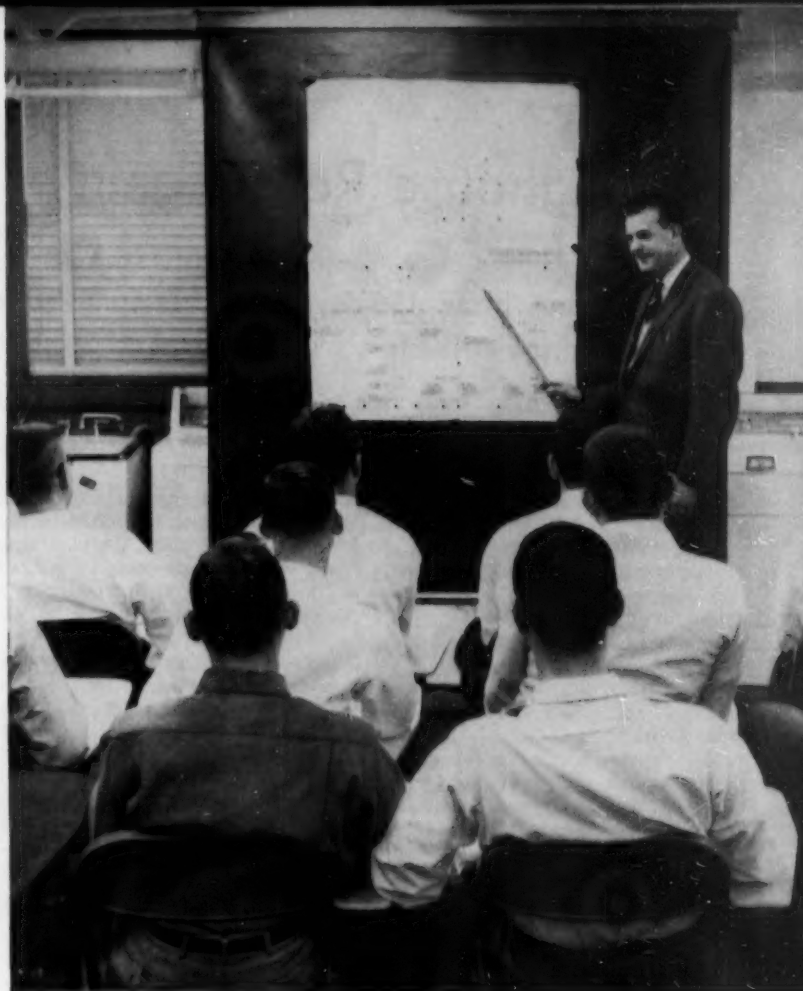
- Zenith Radio Corp. has announced the establishment of a research laboratory by its West Coast subsidiary, Zenith Radio Research Corp. of California.

- The Permaglas division of the A. O. Smith Corp. recently produced its 3,000,000th glass-lined water heater, and J. H. Brinker, division general manager noted that the number of water heaters in use in the U. S. jumped from 13 to 26 million units between 1946 and 1956. Brinker claimed Permaglas made one of every nine of these, and that currently the firm makes one of every six produced.

- Hallicrafters Co.'s stockholders recently approved the sale of the firm's assets to the Penn-Texas Corp., with stockholders owning 81.7 percent of the shares voting for the move. William J. Halligan, president, said the management will continue unchanged. The board and officers of Hallicrafters are expected to be represented by present Hallicrafters' personnel.



Specialist in quality service! He helps you give satisfying and profitable service with on-the-spot technical assistance. He is one of over 20 Field Service Supervisors for RCA WHIRLPOOL appliances located throughout the country.



He tells you what makes it "tick". In free, at-the-factory training clinics (like above) you and your servicemen get acquainted with every mechanical detail of RCA WHIRLPOOL appliances... plus the latest and most efficient service techniques.

THEY HELP YOU BUILD SATISFIED CUSTOMERS

These men are *service specialists*! Their job is to assist you in providing customer-pleasing, profitable service on RCA WHIRLPOOL home appliances.

They help you and your service personnel in determining methods of doing service jobs faster and most efficiently... demonstrating ways to avoid costly service call-backs by using only factory specification parts... solving unusual service problems... providing technical information on the newest engineering developments. They help you train your service personnel with field training sessions... free at-the-factory training schools... even correspondence courses on service.

RCA WHIRLPOOL home appliances are noted for "original quality" that requires minimum service. When service is required, customers expect to receive the same high quality. To satisfy your customers, Whirlpool-Seeger provides you with the best field-factory service organization in the industry. Tell your authorized RCA WHIRLPOOL distributor or A.P.J.A. parts jobber you want to take advantage of it.

Always use factory specification parts... Only factory authorized replacement parts are made to the exact, original specifications to fit right and work right in RCA WHIRLPOOL appliances. Other parts may look the same but *none* give the same dependable, customer-satisfying service.

FACTORY SPECIFIED PARTS FOR
 **Whirlpool** PRODUCTS

meet the toughest specifications
in the industry.

Use of trade-marks  and RCA authorized by Radio Corp. of America

Service Division, WHIRLPOOL-SEEGER CORPORATION, St. Joseph, Michigan

Westinghouse Rolls Again

Electric appliance, radio-TV plants step up to full production after 156-day strike; Witting says majors to top pre-strike levels by 35 percent

Nine consumer product plants of Westinghouse are back in production after a 156-day strike. Four of the struck plants make electric appliances and one produces radio and TV products.

C. J. Witting, vice president and general manager of the consumer products division, says no effort is being spared to step-up production to pre-strike levels. Major goal is to replenish distributor and dealer inventories and to take care of pent-up consumer demands for products bearing the Westinghouse label.

Major appliance plants at Mansfield and Columbus, O., according to Witting, "... will step-up production ... by at least 35 percent beyond pre-strike levels."

Warehouse inventories were reported low or non-existent at these two plants as the prolonged stoppage came to an end. At Mansfield production has been resumed on 1956 models of ranges, laundry equipment, dishwashers, water heaters, and electric housewares.

At Columbus, O., the drive to increase production of refrigerators, freezers, and washer-dryer combinations is in full swing.

Springfield, Mass. warehouses are reported almost empty. Production there of fans, vacuum cleaners, room air conditioners, dehumidifiers, and water coolers has been resumed. To satisfy early seasonal demands for room air conditioners, this plant has placed orders on four models with a supplier.

These are to be made to Westinghouse specifications. The firm still plans to make its own 1956 room air conditioners at Springfield.

"Adequate" inventories of radio and television models are reported at the Metuchen, N. J., plant. Current warehouse stocks contain some 1956 models, introduced to the trade last fall. Normal production of current models has been resumed.

An extensive advertising and promotion program is planned by the firm for the balance of the year. Key city and cooperative programs in daily newspapers will be stepped-up and heavy consumer magazine schedules are to be continued. So will sponsorship of "Studio One." In the second half Westinghouse will sponsor coverage of the political campaigns.

Universal Cuts Mixer

Landers, Frary & Clark has announced a \$2 price reduction on its model "6230" Universal portable hand mixer. Price was \$19.95, is now \$17.95, with distributor and dealer profit margins unchanged.

This follows previous cuts on four irons and two toasters.

"This is one more step in carrying out Universal's policy of maintaining distributor and dealer margins while matching retail prices," is the way H. S. Perkins, division sales manager, summed up the move.

Gibson Greets Gibson



THE NEW PRESIDENT of the Gibson Refrigerator Co., Charles J. Gibson, Jr., center, receives a pin for service with the company from the chairman of the board, Frank Gibson, Jr., Vice president A. M. Gibson looks on. Some 1075 Gibson employees wear the service pin which denotes more than five year's employment with the company.

SCHEDULED MEETINGS

AIR CONDITIONING AND REFRIGERATION INSTITUTE

Annual Meeting
The Homestead
Hot Springs, Va.
May 7-9

APPLIANCE PARTS JOBBERS ASSN.

Home Ldry Service Conference
Coronado (Sheraton) Hotel
St. Louis, Mo.
May 8-11

NATIONAL ELECTRIC MFRS. ASSN.

Major Appliance Section
The Homestead
Hot Springs, Va.
May 10-12

PACIFIC COAST ELECTRICAL ASSN.

Las Vegas, Nev.
May 14-16

STEEL KITCHEN CABINET MFRS. ASSN.

Annual Meeting
The Greenbrier
White Sulphur Springs, W. Va.
June 1-3

EDISON ELECTRIC INSTITUTE

24th Annual Meeting
Atlantic City, N. J.
June 4-7

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

48th Annual Convention
Ambassador-Chelsea Hotels
Atlantic City, N. J.
June 10-16

RADIO-ELECTRONICS TELEVISION MFRS. ASSN.

Annual Convention
Edgewater Beach Hotel
Chicago, Ill.
June 12-14

SUMMER MARKETS

Chicago, Ill.
June 18-29

NATIONAL HOUSEWARES & HOME APPLIANCE MFRS. EXHIBITS

Auditorium
Atlantic City, N. J.
July 9-13

WESTERN SUMMER RADIO-TV & APPLIANCE MARKET

Western Merchandise Mart
San Francisco, Calif.
July 16-20

MUSIC MERCHANTS SHOW

1956 Music Industry Trade Show
Trade Show Bldg. and
Hotel New Yorker
New York City
July 23-26

1955: It Was Sensational

Last year's appliance sales were the biggest in history; financial reports mirror the record year, although not all firms had increased profits

Appliance sales in 1955 topped \$7.9 billion, up from 1954's \$6.9 billion and well above even the previous record, 1950's \$7.4 billion. The financial statements released last month reflect the record sales, although not all companies could claim record profits.

Radio Corp. of America reports the biggest business volume in its 36-year history with sales over one billion dollars. Sales increased 12 percent from 1954 to 1955, from \$940,950,000 to \$1,055,266,000. Net profits were \$47,525,000, compared to \$40,525,000 in 1954.

Chairman of the board David Sarnoff said RCA sold more than a million black-and-white TV sets in 1955. He added that radio sales were up 40 percent and, in the last half of 1955, RCA sold two-and-a-half times as many high fidelity phonographs as during the previous 12 months. Looking ahead, Sarnoff reiterated his belief that "The outlook is bright for color TV."

General Electric sales in 1955 increased four percent over the previous year while profits advanced one percent. Sales were \$3,095,352,063 in

1955, compared to \$2,959,077,548 in 1954. Earnings were \$200,923,835 in 1955 and \$198,913,221 in 1954.

President Ralph J. Cordiner said consumer products sales were "up substantially" over 1954, but because of smaller defense billings, the 1955 total was under the 1953 volume of \$3,128,000,000.

In 1956, Cordiner expects a 10 to 15 percent increase over last year. He said the company's backlog of unfilled orders is steadily growing and he sees increased production through 1956 and 1957.

Philco sales in 1955 were \$373,539,000, an increase from 1954's \$349,277,000. Profits were \$17,286,000, up from 1954's \$10,544,000. Board chairman William Balderston said, "The increase in sales and net earnings was accomplished in the face of extremely competitive conditions in the television and appliance industry, and a further decline in the average price of television receivers sold by the industry."

He said the largest single development in the past year was in color television. "In the Philco research laboratories, we have been developing

Sunbeam MIXMASTER JUNIOR

Full color...extra profit **CAROUSEL** Promotion!

NOW! Sunbeam Mixmaster Junior
in 6 sales catching colors.



- PINK
- YELLOW
- TURQUOISE
- CHROME
- COPPER
- WHITE

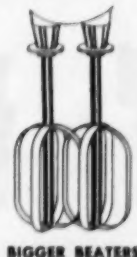
Get this traffic
stopping-
sales building
Sunbeam
MIXMASTER JUNIOR
CAROUSEL
DISPLAY
FREE!

Take advantage of this opportunity to increase your food mixer profits with this new Sunbeam extra profit promotion. All six new color mixers are attractively promoted with the modern 16" wide x 18 3/4" high wrought iron Carousel Display... converts your impulse shoppers into buyers. All merchandise plus the Carousel Display shipped in one carton. Order now! Get your Sunbeam profit packed Carousel Promotion underway.



See your
Sunbeam Distributor for
details on this sensational
EXTRA PROFIT,
CAROUSEL DISPLAY OFFER

ONLY THE **Sunbeam** MIXMASTER JUNIOR HAS ALL THESE SELLING FEATURES!



See Your Sunbeam Distributor Today!

Permaglas® the glass-lined water heater that *Can't be copied**
celebrates a crowning achievement with a

3,000,000

CELEBRATION

A.O. Smith's

3,000,000

glass-lined water heaters

including
**a Big National
Contest to bring
you customers**

Contest being announced now in national magazines to over 60 million readers. Everyone must come to your store to get entry blanks... see product on display... win trips to Europe, Hawaii, Bermuda. Call your Permaglas distributor for full details. You can't lose!

- plus*
- **Special new selling aids**
 - **National and local publicity**

*Call your Permaglas Distributor
and cash in **NOW!***



***Exclusive**

Permaglas "formula"
**is the only glass proved
tough enough to use
in a water heater**

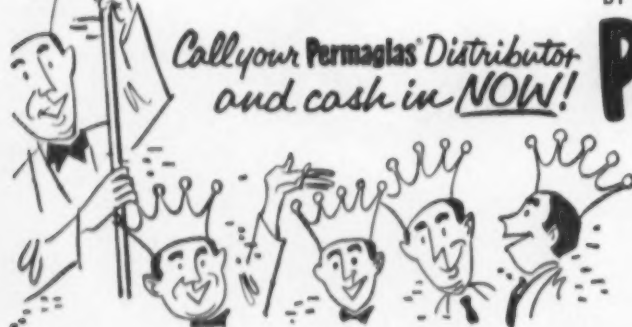
This secret Permaglas formula—the result of 30 years of research—is the only glass coating yet developed that can resist the corrosive effects of hot water for any length of time. **THIS HAS BEEN PROVED BY OVER 3,000,000 FAMILIES!**


Permaglas®

Through research... a better way

A.O. Smith

Permaglas Div., Kenosha, Ill.
International Div., Milwaukee 1, Wis.





3 out of 4 times...
the woman chooses
the brand!



The husband may sign the check...but when a couple buys an appliance (refrigerator, for instance), it is the *wife* who decides on the features, who does the preliminary shopping, who eliminates brands and decides which brand is bought.*

Almost half of all women who shop in appliance stores read Ladies' Home Journal, so the manufacturer who advertises his product in this *No. 1* magazine for women is giving the retailer the best possible selling support.

*Based on survey of recent refrigerator buyers

*Never underestimate the power of a woman,
nor the power of the magazine that understands women*

Ladies'
Home
JOURNAL

A CURTIS PUBLICATION

No. 1 in circulation
No. 1 in newsstand sales
No. 1 in advertising revenue
among all magazines edited for women

'55: Sensational

(CONTINUED FROM PG. 176)

a color television system which is based on new principles and offers many marked advantages." He added, however, that "substantial work" remains to be done before the system can be offered commercially.

Sylvania Electric Products reported the highest sales and earnings in its 54-year history. Sales were \$307,371,315, an increase of nine percent over the \$281,641,987 reported in 1954. Income was up 46 percent, from \$9,480,941 in 1954 to \$13,812,970 in 1955.

President and board chairman Don G. Mitchell noted that sales for the second half and for the final quarter also set all-time highs.

Magnavox sales for the final six months of 1955 were \$34,025,437, up 21.4 percent from the last six months of 1954 when sales were \$28,018,891. Net profits in the half-year period were \$1,774,960, compared to \$1,532,409 in 1954.

President Frank Freimann said that high fidelity phonograph sales are continuing to run at a rate 70 percent over a year ago. He added that the new Spartan label will add \$15 to \$20 million to sales volume and with the addition of Sentinel, total volume will run well over \$100 million.

Admiral sales were \$202,361,797, compared with \$219,565,089 in the previous year. Net income in 1955 was \$4,076,867, compared to \$6,547,

974 in 1954. President Ross Siragusa explained that the earnings figure reflected "a complete reorganization of our television and radio production facilities. A major expansion of our automation and printed circuit departments was costly and the full benefits of our further use of automatic assembly systems will be derived in 1956."

He said further, "We anticipate higher sales in 1956. Profits also should increase during the year ahead. . . . The outlook for appliance sales continues bright and we should continue to increase our share."

O. A. Sutton Corp. reported a loss of \$566,353 in the fiscal year ending November 30. In 1954, the company earned \$1,471,277. Sales in 1955 were \$24,430,993, compared to \$38,018,762 in the preceding year.

President O. A. Sutton said sales in December, January and February had been high and the company expects "satisfactory earnings" for that quarter. He added that "given normal selling weather, we anticipate reasonable profits in 1956."

Servel had a loss of \$4,047,292 for the fiscal year ending October 31. This loss was only half as large as the 1954 deficit of \$8,157,766. Sales in 1955 were \$87,817,080, as compared to \$58,614,034 in 1954. In the first fiscal quarter of the new year, however, sales increased 23 percent over the same quarter a year ago. The loss in the quarter was cut by more than \$1 million compared to the previous

Bob Feller

mows with a **HOMKO**
POWER LAWN MOWER

Bob Feller, Cleveland Indian pitching star, likes the ease and dependability of the lightweight Homko Firebird, Model JK-50. This 18" rotary is an outstanding buy in price and performance. Mows, trims . . . perfect in size and utility for almost every lawn. Powered by Briggs & Stratton gas engine with recoil starter.

There's a Homko Power Mower
for every lawn . . . reel-type and rotary models
gas and electric . . . walking, riding
and self-propelled. 18" to 30" cutting widths.

Contact your own
distributor today or write
direct for full information.



Western Tool and Stamping Co.

the world's largest producer of power lawn mowers
Dept. EM-3, 2725 Second Avenue • Des Moines 13, Iowa

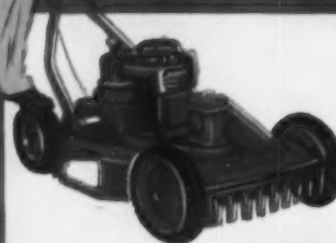
Red Grange

mows with a **HOMKO**
POWER LAWN MOWER

Red Grange, football's immortal "Gallop-
ing Ghost," mows his lawn carpet-smooth
with the self-propelled Homko Caretaker,
Model XP-160. This 20" trimmer-type ro-
tary is powered by a 2½ h.p., 4-cycle
Briggs & Stratton gas engine with recoil
starter, and priced for big volume sales.



Join the appliance distributors
and dealers who are adding up big power mower
profits with Homko, America's finest
and most complete line of lawn equipment.



Contact your own
distributor today or write
direct for full information.



Western Tool and Stamping Co.

the world's largest producer of power lawn mowers
Dept. EM-3, 2725 Second Avenue • Des Moines 13, Iowa

year. Board chairman Louis Ruthen-
berg and president Duncan C. Men-
zies said the company will break even
in 1956 and possibly show a small
profit.

Whirlpool-Seeger Corp., in its first
annual report, showed sales of \$280,-
362,765 for 1955. Net earnings were
\$14,129,908. (This figure does not
include RCA stove and air condition-
ing activity prior to September 1.)

Board chairman Walter G. Seeger
and President Elisha Gray II an-
nounced that a complete line of RCA
Whirlpool refrigerators is now being
designed for fall introduction. The
officials also said that plans are under
way to quadruple the output of the
258,000 square foot automatic dryer
plant in Marion, O.

Easy Washing Machine Co. of Can-
ada reports sales of \$6,283,467 in 1955
and earnings of \$360,339. This com-
pares with sales of \$5,092,341 and
profits of \$229,702 in 1954. President
S. J. Randall noted that sales volume
was up 23.4 percent and net profit
was up 56.9 percent.

The Siegler Corp. reported sales of
\$7,018,467 for the six months ending
December 31. This compares with
sales of \$5,777,635 in the same pe-
riod of 1954. Net earnings in the last
six months of 1955 were \$613,855.

Maytag sales in 1955 were at a re-
cord high—\$93,067,185. While sales
were up 15 percent from 1954's \$81,-
055,647, net earnings dipped slightly
to \$6,267,174. This seven percent
decline from 1954's \$6,736,494 was
attributed to the 67-day strike in 1955.

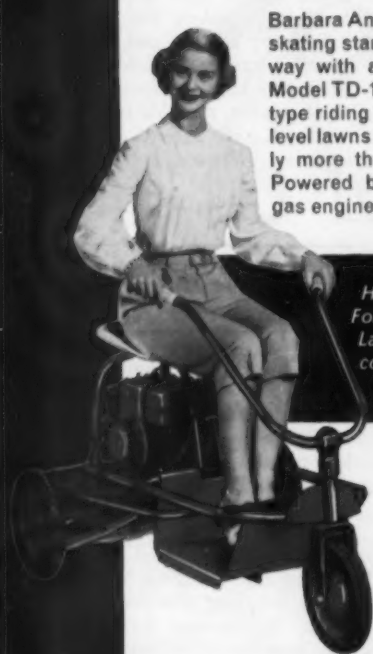
Zenith Radio Corp. reported a 41
percent increase in net profits in 1955.
The 1954 earnings were \$5,676,264,
while profits climbed to \$8,034,491 in
1955. Sales were \$152,905,005, the
second highest in history and ten per-
cent higher than 1954 sales of \$138,-
608,360. President E. F. McDonald,
Jr. announced that the company pro-
duced and sold more sets than ever
before and enjoyed a 33 percent in-
crease in unit volume as compared to
a five percent increase for the industry.

Emerson Radio and Phonograph
Corp. announced profits of \$163,825
for the 13-week period ended January
28, 1956. Profits for a similar 13-week
period ending January 29, 1955
amounted to \$499,392.

Granco Products, Inc. announced
sales of \$1,110,715 for the last six
months of 1955. This is a 78 percent
increase in sales over the 1954 last
half—\$621,626. Net income increased
83 percent during the same time, ac-
cording to president Henry Fogel.

Motorola Inc. reports a sales in-
crease of 10 percent and a net earnings
increase of 12 percent in 1955 over
1954. This amounted to sales of \$226,-
653,953 and net earnings of \$8,490,-
539. Sales were ahead of 1954 by \$21,-
427,876 and earnings were up from
the previous year's \$7,572,024. Per-
share earnings for the year came to
\$4.39 compared with the \$3.91 for
1954. Working capital at the end of
the year was set at \$42,892,165, or
up \$4,583,553, and net worth had
risen \$5,587,843 to \$56,186,590. Ra-
dio sales gained 55% in 1955.

Barbara Ann Scott
mows with a **HOMKO**
POWER LAWN MOWER



Barbara Ann Scott, champion ice skating star, mows the fast, easy way with a Homko Billy Goat, Model TD-170. This new 24" reel-type riding mower is ideal for all level lawns and costs only slightly more than a walking model. Powered by Briggs & Stratton gas engine with recoil starter.

Homko also gives you All-Purpose Fold-Away Lawn Sweepers and the Lawn Scout Electric Trimmer that converts to an Edger, to add a selling plus to your selling program.

Contact your own distributor today or write direct for full information.



Western Tool and Stamping Co.
the world's largest producer of power lawn mowers
Dept. EM-3, 2725 Second Avenue • Des Moines 13, Iowa

Off To A Flying Start

Several appliance manufacturers report that 1956 got off to a good beginning; January sales were better than the robust 1955 figures

For some appliance manufacturers, 1956 got off to a flying start. Among the firms reporting sales increases were the following:

Crosley-Bendix home appliance sales are running 35 percent ahead of a year ago, according to Avco Mfg. Corp. president Chester G. Gifford. In January, Bendix laundry equipment was up 53 percent from the preceding January. Crosley appliances were up 47 percent and Crosley radio and television was up 12 percent.

Gifford said the star performer was the Bendix washer-dryer combination which increased more than 100 percent. For the total year, Gifford earlier predicted an increase of 20 to 25 percent over 1955.

Norge sales in January were the fourth best for any month in the company's history. President Judson S. Sayre said sales were more than \$1 million ahead of the monthly average of last year. He said automatic dryers and washers were particularly good and almost doubled their sales of January 1955.

Landers, Fry & Clark reports that electric housewares sales for January

were "about 50 percent" ahead of 1955. H. S. Perkins, division sales manager, said some credit for the increase was attributed to the price reduction of Universal electrics.

He added that the company's policy of maintaining customary distributor and dealer margins received "enthusiastic" support from distributors. Over 100 dealers and distributors wrote in applauding the action, Perkins said.

Olympic Radio & TV reports that in January unit sales of television sets were up 44 percent, compared to January, 1955. Herbert Kabat, vice president in charge of sales, said the increase was in spite of the 11 percent drop in January reported by the rest of the television industry. He added that the outlook at Olympic is "for continued increases."

Crescent Industries, Inc. announced that sales of record changers have increased 500 percent since March 1955. General sales manager James F. White said the manufacture of tape recorders has increased more than five times.

In January, sales of Crescent record changers, phonographs and tape re-

orders were 180 percent over January, 1955. February showed a 225 percent gain over the same month last year, White said. He added, "Even greater month-to-month sales increases are expected throughout the balance of the year."

Jacobsen Mfg. Co. has a 66 percent increase in orders for lawn mowers this year over last year, according to president Oscar T. Jacobsen. He said the company and its two subsidiaries had an 11 percent increase during the last fiscal year. The 66 percent increase is in the first five months of the current fiscal year.

Kelvinator announced that January sales were well ahead of January 1955. Vice president of sales Walter Jeffrey said Kelvinator sales surpassed totals for the same month a year previous for the twelfth consecutive month in a row.

Home laundry equipment led the parade with a 57 percent increase according to Jeffrey. The home laundry appliance total was the highest in the company's history. The month as a whole was the second best January in history, topped only by January 1950.

Motorola clock radio sales in January were 45 percent greater than for any previous January, according to J. B. "Kip" Anger, home and car radio sales manager. Car radio sales were 120 percent over the January 1955 figure and sales of all types of radios were 100 percent ahead of January 1955.

Better Drying

Automatic clothes dryers have it all over the weather for drying clothes. The machines are fast, easy and cheap to use, and give excellent results. For that reason dryers should be advertised and promoted in competition with the elements, rather than in brand competition.

That's the view of W. A. MacDonough, vice president and director of advertising and sales promotion, Crosley and Bendix Home Appliances. He told a recent dealer meeting in New Orleans that pitting brand against brand does not stress the advantages of drying automatically as over against drying by outmoded clothesline.

MacDonough also told the New Orleans dealers that national dryer saturation in 1955 was only 9.2. Also that '55 volume topped '54 volume by over half a million, and that '56 results should look equally impressive.

However, he characterized Louisiana dryer sales as "below par," with the ratio of one dryer for every eight washers, compared to a national ratio of 1 to 2.23. With longer margins than most major appliances and with no trade-in problems, dryers, according to MacDonough, offer dealers a great sales potential.

"Sales are made one at a time," he stressed, however, and urged any dealers selling dryers to emphasize live demonstrations in the store and tests in the home.

Gene Sarazen

mows with a **HOMKO**
POWER LAWN MOWER



Gene Sarazen, PGA golf pro, gets first try at America's first 22" rotary... the new Homko Bearcat, Model RF-22. This heavy duty mower is specially designed for mowing and trimming larger lawns. Powered by a 2 1/4 h.p., 4-cycle Briggs & Stratton gas engine with recoil starter.

Backed by the endorsement of world-famous personalities, Homko will be pre-sold to more than 48,000,000 consumers in the industry's greatest national advertising campaign ever!



Contact your own distributor today or write direct for full information.



Western Tool and Stamping Co.
the world's largest producer of power lawn mowers
Dept. EM-3, 2725 Second Avenue • Des Moines 13, Iowa

MARKETING

Cash In On Housewares

NEMA'S electric housewares section urges dealers to get their share of the billion dollar housewares market; big year foreseen

The electric housewares industry is now in the "post-billion era." Last year, for the first time, sales of housewares topped a billion dollars in retail sales. And industry experts are predicting new peaks in 1956.

The Electric Housewares Section of NEMA is now urging dealers to tie into the 1956 electric housewares gift campaign. Since the NEMA campaign began six years ago, housewares volume has doubled. Officials note that now total housewares dollar volume ranks high in the appliance industry, exceeded only by refrigerators and washing machines.

The housewares section says that most of the country's electrified homes still only have five of the 30 electric housewares considered basic for modern living. To help dealers capitalize on this potential market, the electric housewares section has outlined a ten-point program for year-round sales:

(1) **Display.** "Electric housewares are an exposure item and they must be seen to be sold. This can be done easily and economically and it has been indicated that electric housewares return a maximum profit per square foot of space used for display.

"Set up a permanent electric housewares display in a prominent store location. With a few simple props, you can gear your display to promote sales for different occasions. A cardboard wedding cake will suggest gifts for the June bride. You might add a sign or banner proclaiming, "Electric Housewares—Preferred Wedding Gifts." For added effectiveness, display a group of items suitable for gifting the groom, too.

"With appropriate changes of motif, your display will sell electric housewares as gifts for Father's Day, Mother's Day, graduation or any other occasion."

(2) **Window Display.** "Coordinate these with in-store displays for maximum sales value. It's a worthwhile investment to have a store policy of an 'electric housewares window' that keeps changing to fit the holidays and the seasons. To take advantage of the popular outdoor-living trend, spot a few greens, some patio furniture, which you may be able to borrow from another local merchant. Display electric housewares items that can be used to prepare meals out-of-doors.

"To help you with your displays, your distributor and local light and power company probably can supply you with dealer aids put out by manufacturers and the Edison Electric Institute."

(3) **Advertising.** "Take advantage of the combined impact that can be created by your advertising in conjunction with consumer publicity appearing in local publications. This double exposure—at the time of a

particular gift-giving occasion or in keeping with the modern living theme—will bring the consumer to the point of sale—your store."

(4) **Radio and Television Advertising.** "Use radio and local television in addition to newspaper advertising. Radio and television are quick-pulling media capable of reaching large audiences, and will be found particularly effective in creating sales opportunities keyed to a special gift occasion or promotion. Do some spots on electric housewares for Mother's Day and cash in on one of the biggest retail promotions of the year."

(5) **Direct Mail.** "Here is a proven method of attracting extra sales. See that your sales literature has good illustrations. Again, gear your mailing to a particular gift day or modern living theme. Plan now to do a mailing with an electric housewares for Father's Day theme and take advantage of this promotion which is growing in importance. Check your distributor to see what manufacturer

mailing pieces he may have available for your use."

(6) **Gift Certificates.** "Have these on hand and display them among your electric housewares items. They will help make sales to undecided customers, and will create double store traffic for you in the persons of both the giver and the recipient."

(7) **Gift Wrapping.** "This is a simple service you can offer to customers that will establish your store in their minds as electric housewares gift headquarters. You need only a few different kinds of gift wrapping paper and colored ribbons to match or contrast to make a variety of gift packages possible.

(8) **Informed Salespeople.** "Keep your salespeople informed of the promotions of electric housewares you are undertaking. This will assure their cooperation and insure maximum sales for you. A further means by which to impress your sales staff with the fact that selling electric housewares as gifts is a profitable activity might be the offering of a 'sales incentive' bonus."

(9) **Tie-in With Local Promotions.** "There are many promotions taking place this year with which you can profitably tie in. Check your local electric light and power company and the electrical league to find out what their plans are for promoting electric housewares. Then, you can coordinate your activities with these occasions for greater sales impact."

(10) **Keep Stock.** "So that you can

close a sale on any of the approximately 30 electric housewares being promoted as necessary to modern living, check this list to be sure you have all these items on hand:

"Bed coverings, blender, bottle warmer, broiler, clock, coffee grinder, coffee maker, corn popper, deep fat fryer, egg cooker, fan, food mixer, hair dryer, heating pad, hotplate, ice cream freezer, ice crusher, iron, juice extractor, knife sharpener, massager, meat grinder, portable heater, roaster, sandwich grill, shaver, skillet, toaster, vaporizer, vibrator, and waffle iron."

Marketing Briefs

• **The New York Coliseum**, Columbus Circle, New York City, has signed 22 trade and public expositions to appear at that new exhibition hall during the last eight months of 1956. Among the scheduled events is the International Housewares Show, June 25-29.

• **Norge** has extended consumer financing through the B-W Acceptance Corp. into four new states—Ohio, Indiana, Illinois and Kentucky. The new branch, with offices in Cincinnati, will finance consumer purchases through more than 1,200 Norge dealers in the four-state area. In all, 18 states are now covered by the plan.

• **Norris-Thermador Corp.** recently concluded its second "Product Know-How Conference." Six sales representatives visited the company's Los Angeles plant for briefings on the firm's product and policies, Frank A. Ballman, general sales manager, said.

• **CBS-Columbia's** Norman C. Owen, vice president in charge of sales, told an industry group in Los Angeles recently that "There are too many salesmen talkers and not enough listeners." Urging salesmen to think in terms of the customer's viewpoint, Owen said, "Too many salesmen think of their products only in terms of something that is to be sold, and not as something that is to be bought."

• **V-M Corp.** is offering a tape club plan membership with sales of its tape-o-matic recorder. Buyers get a trial membership in the Livingston Tape Club Plan which allows them up to \$30 in savings on the purchase of ten pre-recorded tapes.

• **Norge's** Judson S. Sayre recently told a publishing group in Chicago that the "automation" concept of distribution could prove to be a dangerous delusion. He attacked recent moves in the appliance industry to change pricing and distribution policy, declaring that the retailer is "the key to our existing economy."

• **The National Committee** on the Observance of Mother's Day is offering dealers free a brochure featuring sales promotion ideas for Mother's Day. The brochure is available from Arthur Freeman, executive director, 430 Park Ave., N. Y. 22, N. Y.

The Large and the Small of It



RELATIVE SIZE OF RCA's new "personal" TV is easy to ascertain in this picture. The small set (incorporating an 8½ inch picture tube) is displayed on top of a 24-inch set. First shipments of the portable are being made this month; it will retail at \$125 (slightly higher in the South and Far West).

"Crosley Custom V with **ZOOM-A-TENNA** sells 15 to 1 over next leading brand!"

—reports Thomas Kelleher, Manager, Broadway Hardware Company, Newport, Rhode Island

"Crosley Zoom-a-Tenna has increased business 35%!"

Here's a three-store chain that's really seen Crosley TV with Zoom-a-Tenna generate retail sales action! Potential customers have come in asking about this new Crosley advance and have been convinced of its effectiveness right in the store. Result? A big boost in sales volume!

Customers report reception as good as other brands with outdoor antennas.

"Our customers tell us that the two Providence, R. I., transmitters are easily received with Crosley Zoom-a-Tenna. In fact, in various locations around Newport, Crosley TV with Zoom-a-Tenna has pulled in the two Boston stations 50 miles away!" states Mr. Kelleher.

"We have seen it perform in our customers' homes fully as well as other brands with outdoor antennas." (No wonder their sales have boomed!)

Crosley TV reduces sales expense

"Not only have our servicing costs been reduced practically to the vanishing point, but there has been no demand to include a set of rabbit-ear antennas in the purchase price."

Crosley Zoom-a-Tenna is not only far superior to any other type of built-in antenna, but also makes *outdoor antennas unnecessary for millions of homes!* This is the kind of sales advantage you want! And other exclusive Crosley features further help make Crosley the money-making TV line.

**Every Crosley Dealer will profit from
Crosley's huge 20-week power package!**

NEW NBC-TV COMEDY HOUR, COVERING 33 MILLION HOMES, GIVES CROSLLEY THE LARGEST COVERAGE OF ANY APPLIANCE MANUFACTURER! "MIDWESTERN HAYRIDE," ANOTHER TOP-FLIGHT TV SHOW FOR CROSLLEY! LIFE MAGAZINE—BIG FULL-COLOR PAGES!



Manager of Broadway Hardware Company, Thomas Kelleher, finds that advanced Crosley features—especially exclusive Zoom-a-Tenna—are skyrocketing sales. "Crosley Custom V," he says, "is the most profitable line in our store."

**Every Crosley prospect will know
where to buy Crosley sets!**

EVERY TV COMMERCIAL, EVERY MAGAZINE AD REFERS CUSTOMERS TO WESTERN UNION OPERATOR 25—WHO GIVES THEM THE NAME AND ADDRESS OF YOU, THEIR NEAREST CROSLLEY DEALER.

SEE YOUR CROSLLEY DISTRIBUTOR FOR FULL DETAILS!



CROSLLEY Television

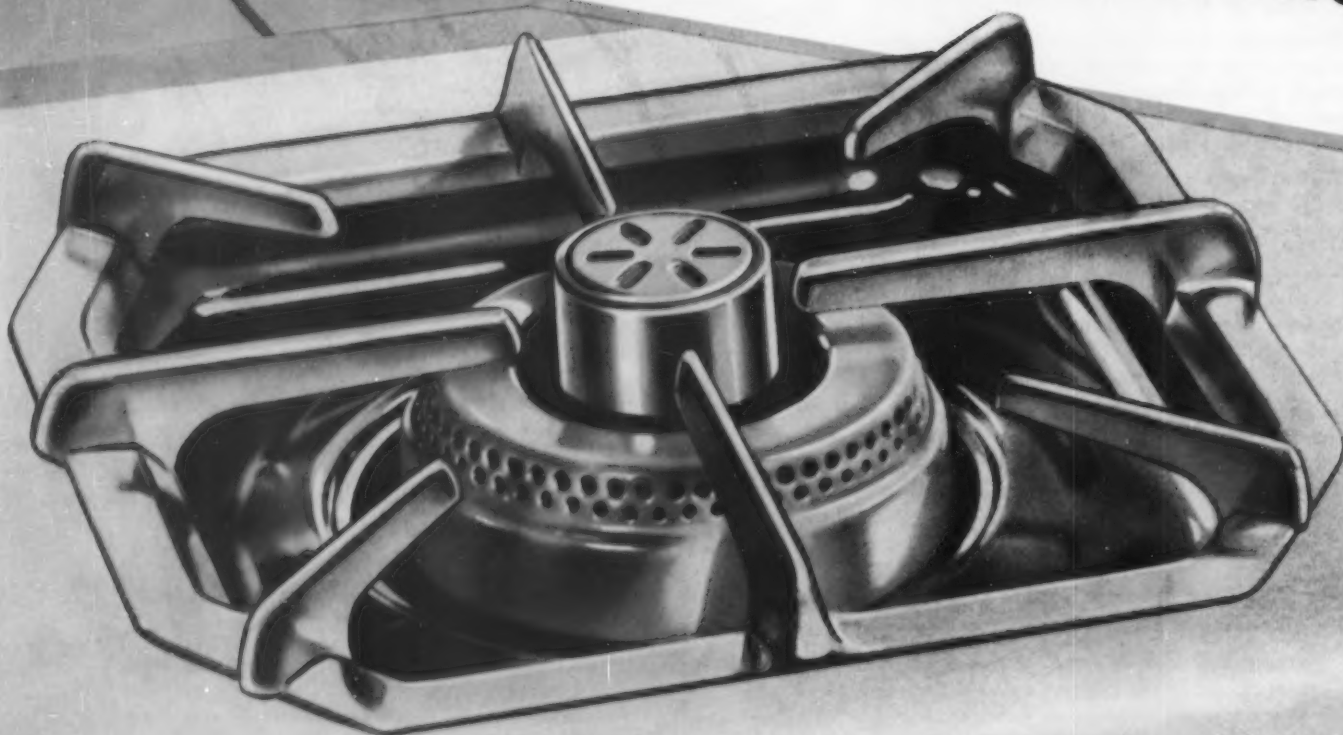
Crosley Radio and TV sets are sold and distributed in Canada by the Crosley Radio and TV Division of Moffats Ltd., Toronto, Ontario

CROSLLEY DIVISION,
AVCO MANUFACTURING CORP.,
CINCINNATI 25, OHIO

**KNOWN FOR THE NEWEST...
RESPECTED FOR THE BEST!**



SOLD
to the women of America
looking for cooking miracles



SOLD

because automatic top-burner control gives your customers a new, irresistible kind of cooking freedom!

SOLD

because automatic top-burner control gives YOU a new, irresistible kind of sales story!

Looking for Selling Miracles?



Feature gas ranges equipped with automatic top-burner cooking controls

SHOW

how heat in pan controls the flame and assures perfect cooking results.



SHOW

why foods can't burn, over-cook, boil over... can't smoke or burn onto utensils.



SHOW

that automatic top-burner control makes every cooking utensil automatic.



Manufacturers: The big sales push is on at the retail level. **Everybody** is promoting ranges equipped with automatic top-burner controls!

Gas Companies: Build better acceptance among your customers for gas ranges and gas, the modern, automatic cooking fuel.

Range Dealers: Move in strong on the big buying surge for automatic top-burner cookery. Sales-appeal plus... and for higher-priced models, too!

Help for you in selling higher-profit gas ranges: "More Income For Gas Range Salesmen" — new 20-page sales-training booklet on how to demonstrate and sell automatic top-burner control. Free! As many as you can use!



Help for you at the consumer level: 13 brand new half-hour TV films on top-burner cooking, starring Dione Lucas. Soon to be released through Gas Companies coast to coast.



MR. CONTROLS

Robertshaw-Fulton

CONTROLS COMPANY

Robertshaw Thermostat Division,
Youngwood, Pennsylvania

Robertshaw-Fulton Controls
(Canada) Ltd., Toronto

Sell A Complete Laundry Unit...

**WASHER,
DRYER,**

duratub

Appliance-Styled Stationary Tub

NATIONALLY
ADVERTISED

There's more profit for you, more convenience for your customers in selling the complete laundry unit; duratub makes the unit complete. This appliance-styled stationary tub is perfectly matched to modern automatic home laundry equipment.

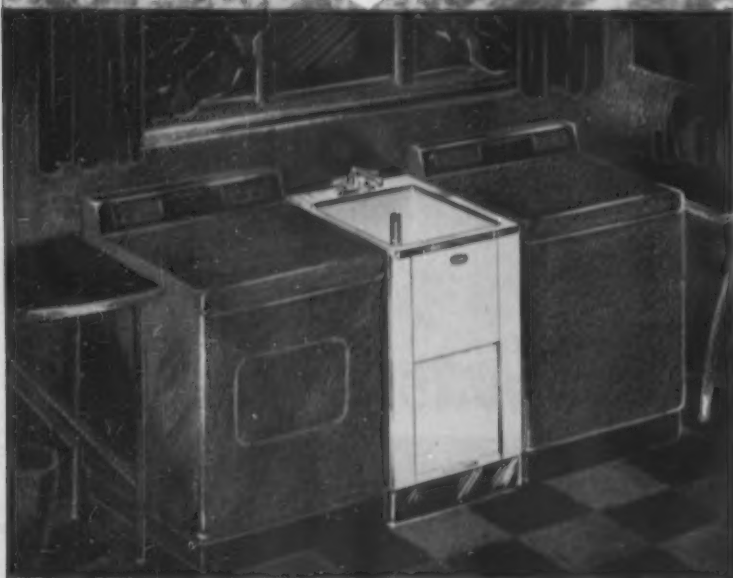
- Stainless trim.
- Bonderized electro galvanized steel, white baked enamel finish.
- Fiberglass tub — 20-gallon capacity — won't crack, chip, stain, mar or dent.
- 3-Purpose Handidrain eliminates need for double tubs.
- Large storage compartment.
- Top cover for more counter workspace.

duratub has no moving parts — nothing to service, easy to install.

duratub is a high-profit item it pays you to carry. Start selling the complete laundry unit — washer, dryer, duratub. Write today for details!

duratub

(Original and fastest-selling Fiberglass tub.)



E. L. MUSTEE AND SONS, INC.

6917 LORAIN AVENUE • CLEVELAND 2, OHIO

Radio's Big Week To Roar

Radio will have a promotional "week" of its own this year; industry uses Mother's Day to launch "Give A Radio" national campaign

Radio has been given a "week" of its own this year. Mother's Day has drawn the honor of kicking off National Radio Week, May 13-19.

All industry segments are committed to extensive cooperative activities during the special week's promotion of radio, and effort is being coordinated by these men and organizations: James D. Secrest, executive vice president, RETMA; A. W. Bernsohn, executive director, NARDA; John F. Meagher, vice president for radio, NARTB, and Kevin B. Sweeney, president, RAB.

Intent is to bring about a closer liaison between manufacturers, distributors and dealers and broadcasters.

Sharpened local activity by broadcasters and dealers in local areas is being pushed. What is most looked for is closer cooperation in these general spheres: tours of stations arranged by broadcasters, with radio displays prominently set up in station lobbies; extensive use of broadcasting personalities for special events; and window competitions which link selling and programming, and in which broadcasters offer free radio time as prizes to dealers.

Members of the RETMA public relations and advertising committee, under the chairmanship of Julius Haber, have already set in motion a promotional program to supply manufacturer kits to dealers. These will contain window display materials, stories on radio's history and advancement, strides in product features, and ideas for getting old sets operative and more new sets into America's homes. The recurring theme is "Give a Radio," during National Radio Week and all year-round.

Providing a week for radio to roar out on its own is not new. In 1939 the promotion was started as National Radio Festival Week. In 1945 the name was changed to National Radio Week, remained that until 1949, when television was included.

Now the promotions have been separated, with TV in the fall and radio in the spring. The start of the portables season provided a propitious time for pushing the radio-in-every-room theme. Mother's Day was selected as an ideal special event to get the program off on the right foot.

COLOR TV

The network schedules of color television for the month of April include the following programs:

DAILY, Monday thru Friday (except April 13, 16, 23, 24, and 25) 3-4 EST, NBC—"Matinee" dramatic series.

DAILY, Monday thru Friday, 5:30-6 EST, NBC—Howdy Doody.

APRIL 2, 8-9:30 EST, NBC—Producer's Showcase, "The Barretts of Wimpole Street" with Katherine Cornell.

APRIL 3, 7-7:30 EST, CBS—Gene Autry.

APRIL 3, 8-9 EST, NBC—Milton Berle.

APRIL 7, 9:30-10 EST, NBC—Texaco Star Theater, Jimmy Durante.

APRIL 7, 9:30-11 EST, CBS—Ford Star Theater, "Twentieth Century," with Orson Welles and Bette Davis.

APRIL 8, 3:30-4 EST, NBC—Zoo Parade, "Oddities of Africa."

APRIL 8, 4-5:30 EST, NBC—NBC Opera Theater, "Trial At Rouen."

APRIL 10, 7-7:30 EST, CBS—Gene Autry.

APRIL 12, 8:30-9:30 EST, CBS—Shower of Stars

APRIL 14, 7-7:30 EST, CBS—Gene Autry.

APRIL 14, 9-10:30 EST, NBC—Max Liebman Presents "Marco Polo" with Alfred Drake.

APRIL 15, 7:30-9 EST, NBC—Sunday Spectacular, "The Baseball Spectacular."

APRIL 17, 9:30-10 EST, CBS—Red Skelton Show.

APRIL 21, 7-7:30 EST, CBS—Gene Autry.

APRIL 22, 3:30-4 EST, NBC—Zoo Parade, "Safari."

APRIL 24, 8-9 EST, NBC—Milton Berle Show.

APRIL 26, 8:30-9:30 EST, CBS—Climax.

APRIL 26, 10-11 EST, NBC—Lux Video Theater.

APRIL 28, 7-7:30 EST, CBS—Gene Autry.

APRIL 29, 3:30-4 EST, CBS—Zoo Parade.

APRIL 30, 8-9:30 EST, NBC—Producer's Showcase.

Now! A great advance in room air conditioning

Servel Announces "WALL-TO-WALL COOLING"

More power, greater cooling surface, stepped-up air-flow make the 1956 Servels the most efficient room air conditioners today!

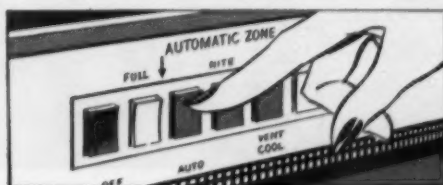


FLUSH WITH DRAPES! SMART FURNITURE STYLING!

Beautiful Tropical Beige and Hawaiian Sand colors "go" with any decor. Flush design doesn't mar room beauty or take up valuable space.

PUSH-BUTTON WEATHER!

No extra controls to fuss with! One push of a single button gives exactly the weather you wish!



Gone forever are the "hot spots" of ordinary room conditioners! The completely re-designed 1956 Servels out-air-condition by 10.5% the average of 11 other leading makes—actually cool floor-to-ceiling and wall-to-wall, yet use less current!

Imagine how easy *that* can make your selling job. But, it's only the beginning!

You get features like Push-Button Weather! Extra-high dehumidifying capacity for greater comfort! Quietest operation of all! Sealed power unit built by Servel, an air conditioner leader—not an "orphan" make!

So, for big Summer profits, get in on the big things happening at Servel—call your Distributor today!

Servel

ROOM AIR CONDITIONERS
Evansville 20, Indiana

GREATEST COOLING AMONG 12 BRANDS

(Ratings in btu/hr)

	3/4 hp	1 hp	1 1/2 hp
SERVEL	8,500	11,500	16,050
Average of 11 other brands	8,200	10,400	14,600



"ELECTRICAL MERCHANDISING

ADVERTISING IS ESSENTIAL TO US"

...says Joseph Lederer, nationally known Brand Names retailer

That's why year 'round advertising in **ELECTRICAL MERCHANDISING** pays off in sales action among the smartest dealers in America. Your trade advertising dollar goes further and works harder to build good distribution where it really counts.

Joe Lederer, twice runner-up in the National Brand Names Retailer of the Year Contest, entered this highly competitive field in P. T. Barnum's home town, Bridgeport, Connecticut, in mid-depression 1933. He says . . .

"We regard **ELECTRICAL MERCHANDISING** as the 'Bible' for the appliance-TV dealer. We read the advertising in **ELECTRICAL MERCHANDISING** to bring us up to date on everything that is new. The advertising in **ELECTRICAL MERCHANDISING** is essential to us. We read it from cover to cover and it is very convenient to use the Index to Advertisers if we want to refer to any manufacturer's product. We've been handling a line for years which we picked up because it was advertised regularly in **ELECTRICAL MERCHANDISING**. The advertising pages even give us many ideas which we use in our own local advertising efforts. The ads are written by experts and we believe their layouts are really fine . . . even for our own retail advertising."

Like other top dealers who like to hear the cash register ring, Joe Lederer clips and saves the editorial pages of **ELECTRICAL MERCHANDISING** which give him sales ideas. He believes that it is

good business to represent a national firm which manufactures a quality product. That's one of the reasons why he has so thoroughly read the advertising in **ELECTRICAL MERCHANDISING** for 23 years.

A busy business man, Joe doesn't neglect the civic duties which build integrity. Twice President of the Bridgeport Chamber of Commerce, Member of the Board of the Better Business Bureau, a member of the Board of Associates of the University of Bridgeport, on the Board and Executive Committees of both the Community Chest and the American Red Cross, he believes such activities are part of the responsibility of a good citizen. And, good salesman that he is, last year he was Ringmaster of Bridgeport's P. T. Barnum Festival . . . following in the footsteps of the "World's Greatest Showman."

He's quite a guy . . . especially when he's selling your line.

Manufacturers can really build sales with dealers like Joe Lederer. Such dealers are more than twice as likely to pick up **ELECTRICAL MERCHANDISING** purposely to read the advertisements as they are the field's second publication. And, like distributors, they vote it the most useful publication for advertisements. Make **ELECTRICAL MERCHANDISING** work to build your distribution. It's the appliance-radio-TV Industry's year 'round market place. Use it regularly. It can help you cut sales costs.



A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

alone

will

cover the market **alone**

"DEALERS feel their function is to sell goods and services," Don Gabbert, new NARDA president, tells National Adequate Wiring Convention in Chicago, as he invites aid in a three-point program to get more dealers "into the act."



WINNER of the LOOK magazine award for adequate wiring is appliance dealer Edward Webster, left, of John J. Webster & Sons, Washington, D. C. This is the first such award ever presented to an appliance dealer in the LOOK annual competition. That's LOOK vice president Fred Bauer making the presentation.

A Challenge . . . and An Award As

Adequate Wiring Bids for Dealer Support

There are six reasons why dealers don't promote adequate wiring, in the view of NARDA president Gabbert, and all of them can be knocked down by his three-point dealer participation plan

WHAT is the appliance dealer's stake in adequate wiring and what's he supposed to do about it?

For some years now, the National Adequate Wiring Bureau has promoted better wiring in new homes and rewiring of old homes to accommodate the added loads incurred by more appliances with higher wattages. The appliance dealer, while asked for support, has always been less enthusiastic about such programs than contractors, manufacturers, and utilities because of indirect rather than direct benefits to be derived for him.

Recently, at the National Adequate Wiring Conference in Chicago, a strong plea for more dealer aid was put forth and the president of the National Appliance & Radio-TV Dealers Association, Don Gabbert, shook his audience with a blunt statement that most dealers "feel their function is to sell goods and services at the retail level and are quite indifferent generally as to what fuel is used."

The Philadelphia Electric Company's residential sales manager, P. M. Alden, charged that dealers don't give enough support and Gabbert, making his maiden speech as NARDA president, countered this statement by saying that dealers haven't been sold on adequate wiring nearly enough so far.

Dealer's Stand. Said Gabbert, "The appliance dealers will join in the adequate wiring program and help with

the home wiring bottleneck when it becomes profitable for them to do so." Generally, he said, dealers are not supporting the adequate wiring program and, "even more startling, is the fact that some dealers don't know a program exists."

There are six reasons, said Gabbert, why dealers don't promote wiring:

- Training of retail salesman has been inadequate—you can't be enthusiastic about a subject on which you're not fully informed.

- Dealers feel that if they encourage rewiring too strongly they may lose the sale. In these cases, they frequently divert the sale to a gas unit.

- There's no direct economic return and dealers aren't anxious to work for somebody else.

- Dealers are inclined to be skeptical of the immediate need for re-wiring and will remain indifferent until they lose enough business to stimulate action or an educational program shows the advantages of selling adequate wiring.

- Many contractors also sell appliances and the retailer is not anxious to hand over business to someone else. Also, many dealers think wiring jobs are too high priced, so some public relations is needed to correct this misconception.

- Finally, dealers normally take the path of least resistance and avoid the complications of rewiring as long as possible. As long as there is a substi-

tute, plans must be made accordingly.

Gabbert then offered a three point plan to stimulate dealers cooperation. (1) Do an enthusiastic job of training the dealer and his salesman; get excited about the problem; take an idea from appliance manufacturers and learn what motivates dealer salesmen to action . . . prizes, trips, dinner meetings. Teach dealers to answer simple questions about wiring—circuit capacities, wattage demands, etc.

(2) Create some point-of-purchase display material. This will serve first for the dealer's use and benefit and second for consumer education. Provide simple charts that can be used on the retail sales floor. (3) Do everything possible to get the dealer into the act. Gabbert cited as an example the efforts in his home city, Minneapolis, to get a new baseball park. More than two million dollars in bonds were sold to thousands of people . . . with each \$500 bond, the purchaser had priority to buy two preferred-location season tickets.

The Why's of It. Speaking for the National Electrical Contractors Association, Arthur E. Bertke discussed the findings of a recent study made among consumers to find why they do or do not buy rewiring jobs. Fear—the fear of fire hazards—is not a primary motive for buying as often thought. Rather, fear may be a reason for not buying. People put off rewiring, said Bertke, until the physical need causes

them to call in an electrician. It's much like the failure to consult a dentist or physician—people are afraid of what they may find.

Advertising and promotion of adequate wiring, he said, must be objective and designed to reassure home owners. Cost is not necessarily a deterrent. Most people have no idea what rewiring costs, but the cost is, to them, simply a normal factor involved in making any purchase.

When appliances don't operate properly, most consumers are prone to blame the appliance, not the wiring. They look on free inspections or checks with some suspicion and figure it's just a device to get them to buy something they might get along without.

The term electrical contractor, Bertke said, scares off many a prospective buyer. Somehow, anything with the word "contract" in it implies a big job with, perhaps, a written agreement when all that's needed is a few hours work by an "electrician." The electrician is thought of as the man who does the work and the contractor as an office executive.

The term "rewired" sounds like an expensive job and people are less apt to be scared off if they're told they need "added wiring." Said Bertke, the study proves the contractor cannot carry on the program alone. He needs the help of all associated businesses and industries including dealers.

BRAND NEW!
Presidential Specials!

FOR SPRING AND SUMMER PROMOTION!

ZENITH
TV

FRESH! EXCITING!
NEW! BRILLIANT!

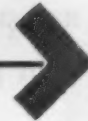
Let these

Presidential Specials

**keep your TV volume up this Spring
and Summer...at a profit!** all designed for

DEALER PROFIT PRESERVATION!

GREATEST TV SELLING OPPORTUNITY IN 4 YEARS!



**JUST
OUT!**

Zenith's brand new

WITH DEALER "PROFIT"

Promote established Values for **PROFIT PRESERVATION** ...not low end, cheapened-down special models!

NEW!

2256 The Sherman

These New Zenith Quality **PRESIDENTIAL SPECIALS** were designed especially to help you take advantage of the high interest and increased sales potential of the Presidential Conventions. Your Zenith Distributor has a spring and summer program to push up your sales curve and preserve your profit with established values and quality merchandise.

A Tremendous TV Value!
Proved picture superiority in critical fringe areas! Powerful Royal "Y" Chassis brings in clear, bright pictures. Famous Cinebeam® Picture Tube doubles picture power and Cine-Lens® Face Plate Picture Glass intensifies contrast. Plus Top Tuning, Spotlight Dial, Easy-Out Face Plate Glass which lifts out for easy cleaning. 21-series. 3 colors: Mahogany (2256R), Blond Oak (2256E), Walnut (2256).

Put your promotion efforts on **QUALITY** and **VALUE** and preserve your profits!



2250 The Glenwood
Sharp, Bright Pictures even in problem reception areas. Zenith quality throughout. Exclusive new "miracle" tube—6BU8—locks picture on screen. Cinebeam, Cine-Lens, 10-inch speaker activated by Alnico-5 for finest tone quality. Plus Top Tuning, Spotlight Dial, Easy-Out Face Plate Glass. 21-series. 3 colors: Mahogany (2250R), Blond Oak (2250E), Walnut (2250).



2263 The Westbrook
Sensational Performance. Packed with Zenith-quality features. Powerful Royal "Y" Chassis for clearer, sharper pictures. Cinebeam, Cine-Lens, "Fringe Lock" Circuit, Famous Zenith Turret Tuner for accurate one-knob tuning, big 10-inch speaker with Alnico-5 magnet for finest tone quality, Easy-Out Face Plate Glass. 21-series. Colors: Mahogany (2263R), Blond Oak (2263E).



2232 The Bellview
New, Advanced Styling. And a performance to match the beauty of its smart, graceful lines! Super-sensitive Cascode Tuner for greater signal sensitivity, Cinebeam, Cine-Lens, Removable Face Plate Glass. 21-series. Colors: Mahogany (2232R), Blond Oak (2232E). Matching swivel base at extra cost.

TV Presidential Specials

PRESERVATION" PROGRAM!

**Your Zenith
Distributor has big
Presidential Store
Promotion and
Profit Preservation
Program for you!**



2247 The Fairmont



PROMOTION EXCITEMENT FOR YOUR STORE! DISPLAYS! BANNERS! ADS!

Ready to GO...

Special "Y" Chassis—developed in Zenith's laboratories brings a new era of enjoyment to television—and only Zenith has it! Virtually ends roll, wobble, fading; automatically regulates picture intensity. Outstanding fringe area reception. Top tuning. Removable Face Plate Glass, Cinebeam, Cine-Lens. 21-series. 3 colors: Mahogany (2247R), Blond Oak (2247E), Walnut (2247).

The most exciting show of the year is about to start! Don't miss this great sales opportunity!



THE QUALITY GOES IN
BEFORE THE NAME GOES ON



The Royalty of RADIO, TELEVISION and PHONOGRAPHS
Backed by 37 Years' Experience in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

Arvin

Watch your profits ● breeze in!

Price Beats Gabbert

Harry Price, Jr. of Norfolk, Va., whipped Don Gabbert of Minneapolis in their intersectional contest for the mythical Magnavox Sales Championship.

During the month-long rivalry, Price sold 822 Magnavox units, or 205 percent of his quota, while Gabbert sold 478 units, 159 percent of his quota. Price's top six salesmen will receive a weekend at the Waldorf-Astoria in New York as a prize from Magnavox.

The rivalry started in Chicago when Gabbert, the new NARDA president, challenged ex-NARDA head Price, who claimed to be the largest specialty Magnavox radio-phonograph-television dealer in the country.

Price, who Gabbert called "The Prince of the Southern Peddlers," launched his selling drive with a staff meeting in an airplane soaring 3,000 feet over Norfolk. His point: "The sky's the limit."

Gabbert gave a dinner for his employees and their families and offered cash bonuses to salesmen for outstanding effort. He geared his advertising to the catch phrase "Beat Prices."

Price conducted a radio advertising campaign in which he advised people to answer their telephones with the word "Magnavox" instead of the conventional "Hello, you all." Price then had a battery of five operators dial local numbers. Those who answered with a "Magnavox" were mailed a check for \$10.

Now, according to Leonard F. Cramer, vice president and general manager of the TV-radio-phonograph division of Magnavox, other dealers across the country are flinging challenges at near or distant rivals in hope of developing similar contests of their own.

Ad Gains in 'Majors'

A check by the Advertising Checking Bureau of key localities in the 1,393 cities where daily newspapers are published disclosed that advertising on selected major appliances during 1955 ran substantially ahead of that in 1954.

Total ads on majors in '55 came to 229,660, according to ACB, and electric ranges, refrigerators, freezers, automatic washers, and dryers topped last year in space run. Only standard washing machines showed a slight decline in advertising lineage. Electric ranges set the pace with a gain in space of 32 per cent.

By categories the various major appliances checked showed these marked ad gains in '55 over '54:

—Electric ranges (68 cities): Ahead by 32 per cent, with a total of 535,680 column inches.

—Refrigerators (110 cities): Up 28 per cent, with a total lineage for the year of 2,878,426 column inches.

—Freezers (110 cities): Ahead 11 per cent, with a total of 442,696 column inches.

Automatic washers, electric and gas dryers made gains in '55 over '54, according to ACB.

5-YEAR-GUARANTEED FANS

Sizes, prices, profits are right! And that solid 5-year guarantee on every fan in the whole Arvin line is a clincher! Make the most of Arvin's quality reputation and Arvin displays, banners, mailers and ad mats. Order your Arvin Fans now!



Automatic! Thermostat-controlled! Electrically reversible!



Arvin "SUPER 20" WINDOW FAN WITH POWER-PLUS MOTOR

Model 7731 is for your customer who wants the absolute utmost in a complete 20" window fan package. Its premium-quality, three-speed, 6-pole, weather-proof Power Plus motor is of the permanent split capacitor type. More powerful, more efficient, cooler-running, and reverses instantly without strain. Finished in rich charcoal gray enamel with brass-plated grille. Matching expandable window panels fit double hung sash 27" to 37" wide.

\$69⁹⁵

Other Arvin 20-inch models \$49.95 to \$59.95

Electronics and Appliances Division

Arvin INDUSTRIES, Inc. Columbus, Indiana

Arvin 14" PORTABLE FAN WITH SWIVEL STAND

Model 7614 has 2-speed, 4-pole weatherproof induction motor, with nickel-and-chrome grilles front and back. Coppertone enamel finish; non-slip rubber feet. With Swivel Stand, air may be directed up, down, in or out, at any angle. This fan is the size and price that sells fast when temperature goes up. Make it the foundation of your fan business this year!

\$32⁹⁵

Model 7414, without swivel stand, \$29.95





THE GAY NEW

Dolly Madison®

IN TODAY'S SMARTEST
DECORATOR COLORS . . .

**THE "SELLINGEST" ELECTRIC
ICE CREAM FREEZER IN
ALL THE WORLD!**

NOW . . . the most accepted, most popular Electric Ice Cream Freezer features the rich mellow glow of copper for its die-cast aluminum main frame* thus assuring a lifetime surface of easy to clean beauty.

PLUS . . . a truly beautiful finished tub in eye-catching Glacier Blue.

PLUS . . . famous exclusive "Twist-Lok,"* the feature which eliminates clumsy latches and hinges and permits the main frame to be put on or taken off as quick as a wink.

PLUS . . . a cream can with special reinforcement to insure perfectly round shape.*

AND . . . a product proved by over 500,000 families.

ALL THIS IN THE ELECTRIC ICE CREAM FREEZER WHICH HAS BEEN NO. 1 IN SALES IN AMERICA FOR 25 YEARS!

SPECIFICATIONS			
Capacity	Model No.	Packing	Shipping Wgt.
2 QUART	420	1 to Ctn.	13 Pounds
4 QUART	440	1 to Ctn.	17 Pounds
6 QUART	460	1 to Ctn.	20 Pounds

*P.S. Remember, only Dolly Madison® has these features. Also, a Dolly Madison® won't rust because it can't rust; it stays new always because it's as permanent as it is beautiful.

the **J. E. PORTER** corporation • OTTAWA, ILLINOIS



To the Employee Relations Director of every American company

LET'S FACE IT . . . the threat of war and the atom bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, may strike without warning.

The very lives of your employees are at stake. Yours is a grave responsibility. Consider what may happen.

When the emergency comes, everybody's going to need help at the same time. It may be hours before outside aid reaches you. The best chance of survival for your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. To be unprepared is to gamble with human lives. Disaster may happen TOMORROW. Insist that these simple precautions are taken TODAY:

☐ **Call your local Civil Defense Director.** He'll help you set up a plan for your offices and plant—a plan that's safer, because it's entirely integrated

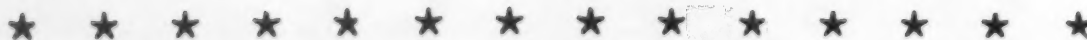
with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here again, your CD Director can help—with advice on supplies needed for injuries due to blast, radiation, etc.

☐ **Encourage personnel** to attend Red Cross First Aid Training Courses.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good employee relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . before it's too late.

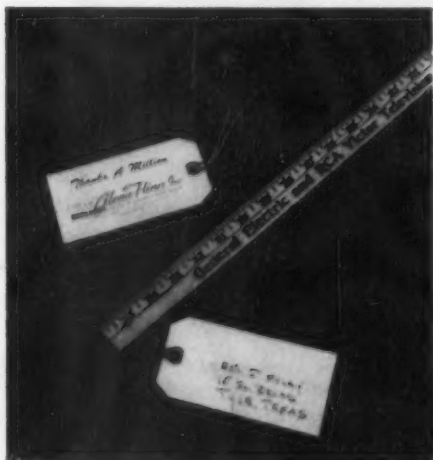


idea digest

Here are five business builders which have paid off for their dealer initiators. They're just one example of the type of showmanship which costs little, yet pays off in profits



EMPTY SPACE in a small segment of your store? Why not utilize it as a community ticket office as Glenn Flinn of Tyler, Texas, did. Located in the rear of store, the ticket counter is available to churches, schools or civic organizations for any recognized local drive. Its use brings Flinn plenty of good will, and, better still, helps build store traffic.



BUILDING BUSINESS by the yardstick. Here's another inexpensive good will builder which Glenn Flinn, of Tyler, Texas, uses to advantage. Flinn mails one to each new customer who purchases an appliance at his store. Cost of the yardstick runs to about 18 cents, postage 9 cents. Tags used to address yardsticks bear the wording, "Thanks a million" on the reverse.

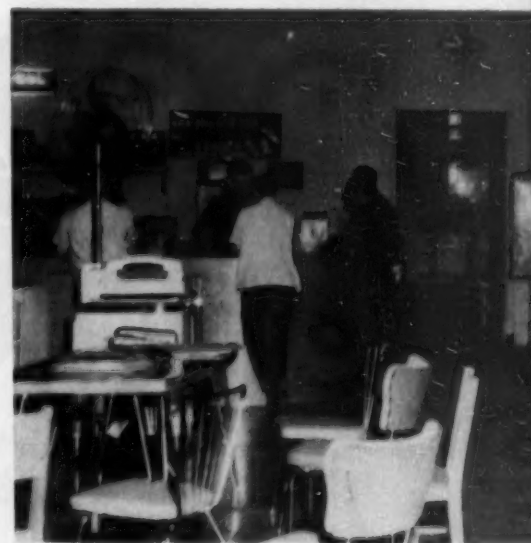


TRUCK LOAD sale was the mid-January stunt Downing's Appliances, Denver, Colo., used to move 144 refrigerators in a seven-day period. The "Truck Load Sale" consisted simply of

ordering three carloads of six cubic foot refrigerators and displaying them in the same transport van which brought them to store. Total cost for van, space rental, advertising only \$155.



CHANCES are you have an ancient and time-worn trade-in gathering dust in a back room. Why not put it to work for you as the Petrolane Gas Co., of Hammond, La., did in the picture above? With a sign showing the worthwhile allowance the unit commanded on a trade, it has proved a traffic builder for the company. It's one way to put an otherwise useless unit in operation for you.



MOVING SERVICE out front impresses prospect and customer alike. Duggan's Service and Appliance Co., of Erie, Pa., did just that and located their service department on store's main selling floor. It's convincing to be able to test such items as radio tubes and explain operation to customer. Minor repairs to smaller appliances can be quickly made, and service facilities can be pointed out.

Emerson offers the most complete line of **TRANSISTOR and RADIOS** at the



Sensational!
Lowest priced Transistor II
Pocket Radio ever offered **\$28**
(less batteries)

Model 856

The powerhouse you can hold in your hand! So tiny it slips into pocket or purse...yet plays with big-set volume, big-set quality! Lifetime transistors; batteries last up to 10 times longer! In a variety of colors.



Sensational!
Lowest priced Portable
Radio ever offered **\$18**
In a variety of colors
(less batteries)

Model 850

Ten times more playing time on extra-long-life batteries. Full-sized, magnificently designed, perfect tone. The perfect price leader to step-up sales!



Sensational
LOWEST PRICED
FULL-SIZED ALL-TRAN-
SISTOR PORTABLE!
(Model 842) Plays up to 1500 hours...two to five years normal playing time...without changing energizers! Beautifully tailored top-grain leather case...tremendous performance. **\$58**
(less energizers)



Sensational
LOWEST PRICED
FULL-SIZED TRAN-
SISTOR PORTABLE!
(Model 843) Combines transistors and tubes for best tone, best value! Handsome leather case. Batteries last up to ten times longer! **\$48**
(less batteries)

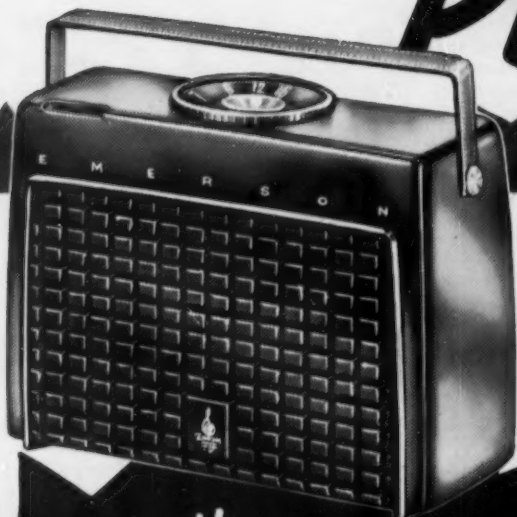


EMERSON
NEVER-BREAK
PORTABLE. (Model 833)
Bounce it, drop it, bang it! Cabinet guaranteed unbreakable or money back! **\$36**
(less batteries)

EMERSON TRANSISTOR
POCKET RADIO.
(Model 838) The mighty midget with Big-set volume you can hear over 300 feet away! (with batteries) **\$44**



PORTABLE WORLD'S LOWEST PRICES!



Sensational!
Lowest priced Three-Way
Portable \$ **28**
ever offered (less batteries)

Model 848

Streamlined, lightweight portable that plays on AC-DC or batteries. Advance engineered Emerson features for long-life operation, superb tone! In a variety of colors.



EMERSON 3-WAY PORTABLE RADIO

(Model 840) Genuine top-grain cowhide cabinet. Improved super-heterodyne circuit for extra-long-life \$40 operation! (less batteries)

EMERSON MIRACLE VALUES... your biggest promotion for '56!

This is the time that Emerson lays it on the line...and *what* a line! It's the answer to every portable radio need...to every dollar-conscious portable radio customer. Never before have such fantastic values been offered...never before have *you* been offered such natural traffic-builders, such quick profits, such fast turnover! Emerson-engineered for superb performance...these portables are bound to make this your biggest summer ever!

**Get 'em while you can! Call, write, or wire
your nearest Emerson distributor today!**

Wherever you look...It's
Emerson
for miracle values in portable radios!



*Reg. U. S. Pat. Off.

Emerson Radio and Phonograph Corp., Jersey City 2, N. J.



Show the lady **THERMO-SET** ...and you're off on a Caloric Selling Spree

It's CALORIC'S exciting Thermostatically-controlled gas top-burner that holds temperature where it's set... automatically

Here's Caloric's most demonstrable feature yet! And you can put this great salesman into action right before your customer's very eyes.

Just connect your range to gas, turn the top-burner dial and get set for sales! Show her delectable eggs without burning, bacon with no smoke or spatter, golden-brown fried foods, not soggy or greasy. With Caloric THERMO-SET it's goodbye to guesswork. No more burning, scorching, boilovers! No more endless watching. It's modern cooking's most spectacular advance. Just demonstrate it and you'll sell it.

as advertised on **HOME**

Caloric

Caloric Appliance Corp., Topton, Pa.

RANGES • DRYERS • BUILT-INS • DISPOSERS

Lots of Innovations

Mitchell offers its dealers three new room air conditioners, a new room unit promotion and a "merchandising service" for packaged units

Mitchell Mfg. Co. last month offered its distributors (and through them its dealers) a whole package of surprises.

There were new products—including a 7½ amp ¾ hp. air conditioner, a "pancake" air conditioner and a new casement unit.

There were new promotions on room air conditioners—including a direct mail program in which Mitchell will advertise products of other manufacturers.

And there was an extensive merchandising program for packaged air conditioning.

The latter is aimed primarily at air conditioning contractors, but Mitchell officials say that appliance dealers will be encouraged to handle the units.

New Merchandise. Mitchell's 7½ amp unit will list at \$349.95. The casement units are available in ¾ and 1 hp. capacities and list at \$349.95 and \$399.95 respectively. The "pancake" unit, which Mitchell calls the "ultimate in compactness and versatility," will retail for \$379.95 in the ¾ hp. size and \$419.95 in the 1 hp. size. It measures only 16½ inches thick, 15 inches high and 32 inches wide and is, according to Mitchell, "adaptable to any type of installation... through a wall, flush mounted in windows, in a transom, entirely in the room, etc."

New Promotions. Mitchell's unique new direct mail campaign on window units is called the "measure up campaign." Objective is to get the prospect to measure his room and window sizes, fill in these figures on a special

coupon and return the coupon to the dealer's store. In return, he receives a \$5.95 cutlery set for 98 cents. Mitchell has prepared a mat book containing ads on about 40 products of other appliance manufacturers. The dealer may select nine of these products which he sells and Mitchell will run three of the ads on each of the three mailing pieces.

New Campaign. Two features distinguish the Mitchell merchandising plans on residential air conditioning according to vice-president Howard Haas. First, the campaigns are aimed at selling the contractor first and the Mitchell product second. In addition, the plan is different because it is automatic and costs the contractor nothing.

The new plan is in effect an "automatic advertising service" for the contractor. It goes into effect as soon as he purchases Mitchell units. All work is done by Mitchell's ad agency and Mitchell pays all the bills. The contractor need only take his pick of five programs set up by Mitchell. Three of these are direct mail. The first consists of three letters from foreign lands, each signed by the contractor. The second is a mass-mailing to all prospects in an area. The third is a mass mailing to all commercial air conditioning prospects. In still another program photos are taken of every home in a given area and the photos with an accompanying letter are mailed to the home owner. Mitchell will also prepare, place, and pay for a newspaper, radio or TV campaign.

New Quarters For Dallas Firm



WE'LL SELL COLOR TV, Lee H. Skillman, left, president of Major Appliances Co. of Dallas, assures Curtis L. Peterson, advertising manager of Raytheon Mfg. Co. The occasion was an open house for dealers and friends held recently when the firm moved to its new quarters at 1532 Edison St. In addition to Raytheon products, Major handles the Gibson and Apex lines.



On modern
refrigerators...

Progress Is Our Most Important Product

GENERAL  ELECTRIC

New G-E Wall Refrigerator-Freezer
puts all foods at your eye level.

DULUX® meets the exacting requirements of today's topflight manufacturers



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

**America's leading
home-appliance finish**

Over 53,000,000 major home-appliance units now in
service are finished with Du Pont DULUX Enamel.

LEADING APPLIANCE MANUFACTURERS know that durable Du Pont DULUX is a finish of *consistent* quality. Every shipment of this fine finish meets the *same* rigid specifications. And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. *No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.*

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

MAYTAG DEALERS

on a wheel



THE WHEEL:

MAYTAG "WHEEL OF FABRICS" FOR CUSTOMERS

... another original Maytag merchandising help, part of a complete Maytag Merchandising Kit

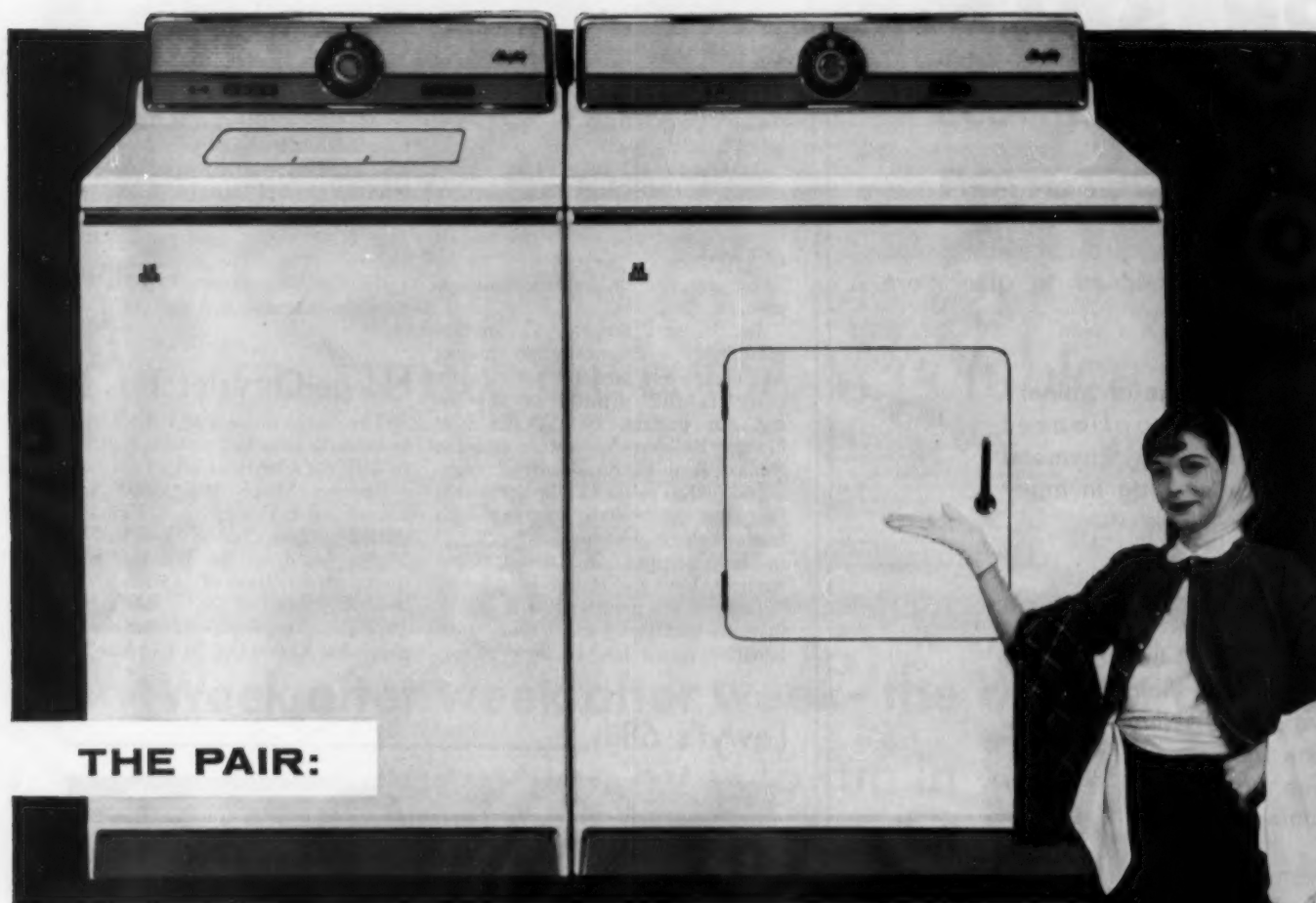
It's caught the fancy of prospects and dealers alike! Tells the facts on fabrics and how to wash and dry them. Brings home the benefits of the *All-Fabric Automatic* by MAYTAG.

Does both you and your customers a real service. The perfect traffic-builder! If you're not in on it, get one for yourself. Ask about the complete Maytag Merchandising Kit.

MORE TO MAKE THE SALE . . . FROM MAYTAG. UNEQUALLED COMBINATION OF MERCHANDISE AND MERCHANDISING. WRITE, WIRE OR PHONE YOUR MAYTAG REGIONAL MANAGER OR DISTRIBUTOR

THE SMART MOVE

RIDE HIGH and a pair!



THE PAIR:

NEW MAYTAG *All-Fabric* AUTOMATIC

... features with a real function

Duplicates hand-washing 1-2-3!

1. Maytag's "Modern Fabrics" cycle automatically slows new 2-speed motor by $\frac{1}{3}$ for an agitation and spin speed gentle as hand action. (Regular speed for regular fabrics too.)
2. Automatic Water Level Control matches water to load, saves up to $11\frac{1}{2}$ gallons.
3. New cold water wash and rinse feature is perfect for heat-sensitive modern fabrics. (Choice of warm or hot water, of course.)

Add to this, Double-Spin Tubs, Suds-Saver, interchangeable colored lights, Safety Lid.

NEW MAYTAG *No-Vent* DRYER

... eliminates the big dryer drawback

The vent pipe is gone! Here's how it works:

Only the air sealed inside the dryer is used. That air is heated to pick up moisture from the clothes.

Maytag's exclusive water extractor then goes into action! It turns the moisture back into water and sends it down the drain. The cleaned air returns for re-use.

A super-size lint screen (125 sq. in.) removes lint with super efficiency. Thus the fully automatic MAYTAG No-Vent Dryer eliminates the vent pipe... keeps moisture, lint and heat out of the laundry area. Clothes come out lint-free, smelling fresh as fresh-air dried.

Add to this, Double Insulation, Safety Door, Ozone Lamp, and 230- or 115-volt operation.

The Maytag Company, Newton, Iowa

IS TO MAYTAG!

ELECTRICAL MERCHANDISING—APRIL, 1956

TV STAR. Bizarre attire on this young lady has attracted the attention of millions. She's appearing on Maytag's "NAVY LOG" on the CBS-TV network, and in national magazine and newspaper ads to help Maytag Dealers sell the new All-Fabric Automatic.

PAGE 203

NESCO

NESCO ELECTRIC APPLIANCE LINE and MANUFACTURING PLANT FOR SALE A Going Business in Full Operation

An unparalleled opportunity to acquire a line of products that are designed to give more people more pleasure.

The NESCO line of "minor" electrical appliances (many designed by Raymond Loewy), is exciting in many ways.

Some of the units are not only "firsts," but are still alone in the field. Others have such a skillful interpretation that consumer acceptance has constantly mounted.

This highly-styled product line did almost \$5,000,000 volume in 1955.

It is being offered in its entirety, including the fully equipped NESCO manufacturing plant, located in Jacksonville, Illinois, which was built in 1943.

This plant has complete stamping facilities, plating, polishing, porcelain enameling and tool room divisions.

FULLY STAFFED — NOW IN OPERATION

*For further information,
wire, write*

BO 1053 ELECTRICAL MERCHANDISING
330 West 42 St., New York 36, N. Y.

Ohi Gets Rolling

More than 50 cities across the country have launched Operation Home Improvement campaigns; drive continues to snowball as other cities join program

Local-level Operation Home Improvement drives have been launched in more than 50 cities from coast to coast, according to ohi executive director John R. Doscher. And with more than 1,000 letters of inquiry a week pouring into ohi headquarters, Doscher predicts that most of the country's cities will soon have ohi programs under way.

Among the major cities which have already started ohi programs are Chicago, Los Angeles, San Francisco, Seattle, Oakland, Denver, Fort Worth, Detroit, Columbus, New Orleans, Tucson, New Haven, Topeka, Buffalo and Philadelphia.

In Seattle, one of ohi's four pilot cities, R. V. Blackstock, lumber dealer and chairman of the local committee, announced a tentative budget of \$100,000 for the city's campaign, to be underwritten by local businessmen.

In White Plains, N. Y., another pilot city, a demonstration project will completely modernize two older houses in which families are now living. In Buffalo, N. Y. the Erie County Builders Association and the Buffalo Real Estate Board are offering \$2,000 in prizes to school students for ideas on how to improve their homes and neighborhoods.

The governors of Arizona, Connecticut, Iowa and Hawaii have issued "Home Improvement Year" proclamations, backing up the national proclamation issued Jan. 16 in Washing-

ton by Home Finance Administrator Albert M. Cole on behalf of President Eisenhower.

Leading publications are also adding their support to ohi. The January and February issues of over 60 popular and business magazines devoted editorial space to the campaign. (See Pg. 131, March, '56, E.M.) Three magazines, *Home Modernizing*, *Better Homes and Gardens* and *Look* are sponsoring year-long home improvement contests with up to \$100,000 in prizes.

The ohi campaign is being sponsored by the Chamber of Commerce and over 70 leading trade associations and companies in the building, home equipment and finance field. The year-long drive is aimed at encouraging homeowners to improve their homes. It also hopes to make it easier for homeowners to obtain financing, materials and services.

Norge-Chrysler Tie

The Norge division of Borg-Warner last month launched a promotion tied in with the Chrysler Corp.

Starting March 19, dealers were offered a free Dodge truck, Plymouth station wagon, or Chrysler New Yorker based on the purchase of a quota of refrigerators. Officials said that by the end of the promotion, on May 31, Norge expects to write a check for \$2,000,000 to Chrysler.

Lewyt's 68th



ALEX LEWYT cuts a birthday cake in his office while Walter J. Daily, left, vice president, and Mrs. Madge Ferredy, secretary, look on. The cake marks the 68th birthday of the firm, which was started on March 11, 1888, by Arthur Lewyt. It was then a wire puzzle business doing \$4200 worth of business a year. This year, the Lewyt corporations may sell \$100 million worth of goods.

FRIGIDAIRE LEADS AGAIN—



Vanity case for Vegetables

VEGETABLE GARDEN—right in a Frigidaire Refrigerator door? That's about it!

It isn't only that the Frigidaire Picture Window Hydrator is so colorfully beautiful, and shows you your fruit and vegetable supply at a glance. But lady, lady—how dewy-fresh and crisp they keep for days on end!

Tilt that Hydrator down, and you've a showcase to pick from. Lift it out—so easily—and carry it wherever you wish. You'll love that feature when your new supply has to be washed and put away!

But there's much more reason for wanting the 1938 Frigidaire Cold-Pantry Refrigerator. The Ice-Ejector, for instance, that showers down ice cubes at the push of a tray—and automatically stores them in a colder-than-ice bin where they stay separate and dry.

And those shelves that roll ALL the way out to you—so easily when heavily loaded or when empty. Roll nothing in front—just pick up that item in back that you're after.

And that hospitable door that holds—spreadable butter, cheese—leftovers, neatly lined—bottles—jars—fruit juice cans—give name it.

Maybe the best of all is that your Frigidaire Cold-Pantry Refrigerator means basically better refrigeration. No stagnant air and odors here—"flowing cold" circulates constantly.

There's more—lots more. Styling with true glamour—swing on color Decorator Panels to fit your kitchen drape—a host of purely Frigidaire features that make a visit to your Frigidaire dealer a thrilling experience.

FRIGIDAIRE
...the most famous name in refrigerators

Built and Backed by General Motors



Feature reminiscent with a few for service—the Frigidaire Cold-Pantry. In four gorgeous colors, or all every white.

Week after week after week—the biggest appliance campaign ever to run in **LIFE**

34 Ads in 34 weeks—power-packed 4-color spreads and pages—

It started in February, and now it's running full tide—the largest appliance campaign ever to appear in LIFE! Week after week of "powerhouse" color spreads and

pages—dramatic, arresting—and each drives home a wonderful new reason to see Frigidaire, buy Frigidaire, at Frigidaire dealers'. Yes, to see Frigidaire, and see the difference.

It's another new lift to selling you'd expect from Frigidaire!

BE FIRST WITH FRIGIDAIRE

Built and Backed
by General Motors



ELECTRICAL MERCHANDISING—APRIL, 1956

How can you miss with backing like this!
26 MILLION PEOPLE
read LIFE every week!

Over
12 MILLION WOMEN
read LIFE every week!

ALSO with backing like this!

Over CBS TV Network
— Frigidaire's new weekly hit show —
"Do You Trust Your Wife?"—starring Edgar Bergen, Charlie McCarthy, Mortimer Snerd.



A WHOLE NEW MARKET

is waiting for "The Built-in LOOK
without the Built-in COST"...

AND IT ALL BELONGS TO

PHILCO DEALERS

WHY HOME-OWNERS ARE READY TO BUY

You'll be hearing a lot about the "Built-in LOOK Without The Built-in COST" in the months and years to come. It's a completely new idea in appliance buying and kitchen planning... an idea that was pioneered by Philco to meet a real need of home-owners.

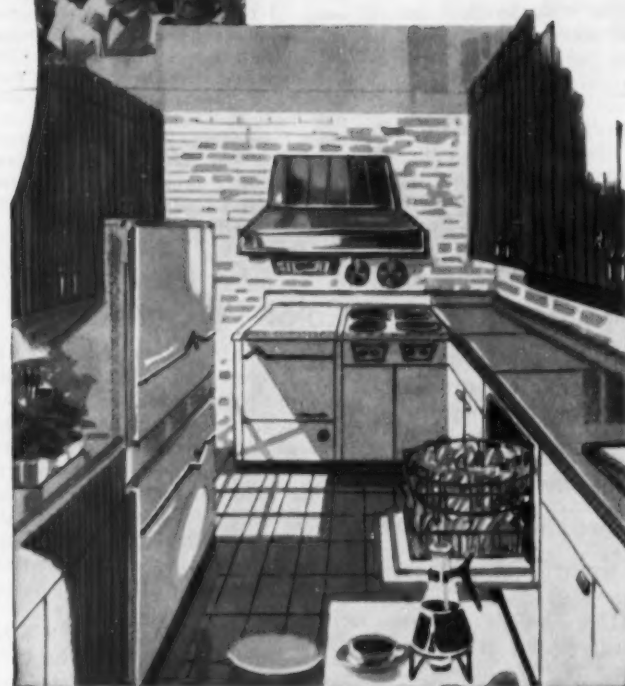
You know as well as we do that the vast majority of home-owners shy away from a *permanent* built-in kitchen installation. They do so for many reasons—cost of remodeling... dislike of "tearing up the kitchen"... the *fixed* design and lack of flexibility of permanent installations... the possibility of change of location or living arrangements.

It is exactly for this vast group of home-owners that Philco Custom Sectional Appliances were created. They can be placed in a kitchen *without* remodeling. They can be added to... switched from one side of the kitchen to another, made to accommodate changing family ideas. They can even be moved out of one house and fitted snugly into the kitchen of another.

Thousands of home-owners who might *never* install built-in equipment of a *permanent* type will be highly interested prospects for Philco Custom Sectional Appliances... particularly because of Philco's heavy advertising and promotion on this line.



Philco means Business in this New Kitchen Business



Refrigerator-Freezer, Elevator Oven, Surface Cooking Units, Dishwasher-Sink.



Philco Dishwasher-Sink, Sectional Refrigerator, Surface Cooking Units, Elevator Oven and Freezer.

How Philco helps its Dealers Sell

Not only are these appliances built to Philco top standards of quality and performance, but they are *properly proportioned* for greatest efficiency and flexibility; not over 34 $\frac{3}{4}$ " high to fit under the counter when desired; not over 33 $\frac{1}{2}$ " wide to prevent the door from becoming unwieldy, and of a depth to allow it to be used with standard cabinets and counter tops in the kitchen. This is a typical example of how carefully Philco has planned so you can sell Philco Custom Sectional Appliances easier and without qualification.



NATIONAL MAGAZINE Advertising

Starting this month, Philco is launching a national advertising program in leading magazines to bring Philco Custom Sectional Appliances to the attention of millions of home-owners right at the time when modernization is a subject of high interest.

Sales-Getting PROMOTIONAL HELP

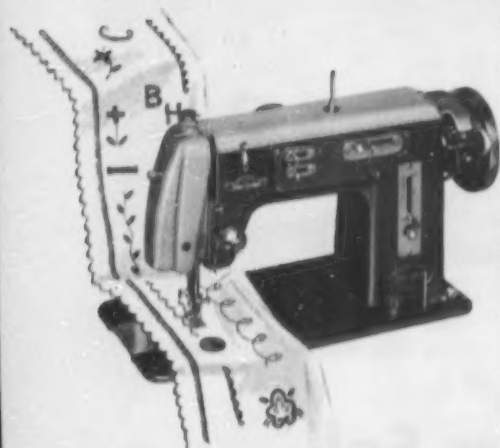
Along with its national advertising, Philco makes available point-of-sale materials that can be used effectively with both *groups* and *individual* home-owners to demonstrate the flexibility and versatility of Philco Custom Sectional Appliances, and the *big savings* they make possible.

If you would like more detailed information about Philco Custom Sectional Appliances, write to Builder's Div., Ext. 473, Philco Corporation, Phila. 34, Pa., or get in touch with the Philco distributor in your locality. Ask about Philco's floor plan and financial arrangements, too.

UNIVERSAL

*Reg. U. S. Pat. Off.

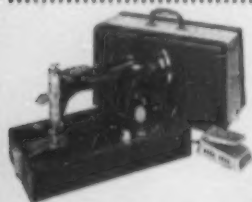
SEEKS MORE DISTRIBUTORS FOR FASTEST SELLING SEWING MACHINE LINE IN AMERICA



THE FABULOUS NEW UNIVERSAL AUTOMATIC

A sewing machine of the most advanced design... revolutionary new stitch selector guide makes it easy to pre-determine any type stitch instantly. Smooth cam action does the work automatically... practically unlimited variety of stitch combinations. It comes in smart two-tone decorator colors... to harmonize with any home.

Beautifully designed console and desk cabinets, all of 5-ply veneer, with hand-rubbed finish, brass or carved wood handles.

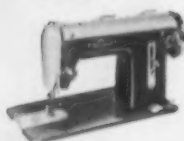


STANDARD SEWING EQUIPMENT CORP.

New York — 76 9th Ave.
Watkins 4-6730

Chicago — 1139 S. Wabash Ave.
WEBster 9-2553

Universal SUPERTONE



This popular straight-stitch model is styled in handsome silver and green colors. It features a die-cast top, built-in light, and a special link motion designed for quieter operation.

Universal STREAMLINER



This straight-stitcher comes in a smart pastel green finish. The features include a built-in light, link motion, top bobbin winder, and a double balance wheel which insures smoother, quieter operation.

A distributor's dream came true...

- Priced to meet the toughest competition!
- Hard-hitting national advertising and publicity campaign is making the Universal Line the most talked about, the most wanted sewing machine line.
- Plants in New York and Chicago with unlimited production facilities.
- All distributors backed by solid and effective sales and advertising ammunition.

Don't miss out... get on the ever-increasing network of prosperous distributors and dealers who are already making high profits on the new Universal Sewing Machine Line!

Write or phone today for complete information and literature on YOUR deal of a lifetime!

Order in Oven

Does the separate oven call for a revamping of standardized kitchen arrangements?

It does where these arrangements exclude desirable oven locations, according to the Small Homes Council of the University of Illinois. The Council recently investigated the practicality of eight different oven locations in the kitchen and issued its findings in a circular titled "Separate Ovens."

What specific oven locations are preferable in the kitchen? The Council finds these four best: 1) opposite the mix counter and the sink; 2) at the extreme end of the kitchen arrangement next to the serving counter; 3) as part of any work center that is isolated from the others, and 4) in a corner between any two centers.

Miss Helen E. McCullough, associate professor, and Mrs. Martha S. Schoepel, assistant, who did the research for the new circular, insist psychological and physical factors are as important as step-saving factors in oven installations. They point out that women object more to the feeling of being crowded in work space than to taking extra steps.

As to the growing popularity of separate ovens, the new circular cites these advantages as the reasons: 1) offers homemakers a convenient work height, eliminating stooping or bending; 2) allows for more storage space, with ovens apart from surface cooking units, and 3) frees surface units for island, peninsula and other flexible arrangements.

A few installation precautions are listed in the Small Homes Council's circular. These include providing counter space adjacent to the oven, keeping the unit at a height where the opened door is at elbow height, and guarding against escaping moisture marring the surface above the oven.

The new circular on ovens is available to dealers at a nominal cost of ten cents per single copy. Mail requests should be directed to Small Homes Council, University of Illinois, Urbana, Ill.

Pocket Full of Sun



A NEW—pocket-size solar radio developed by the advanced circuits sub-section of G-E's electronics laboratory weighs 10 ounces, will operate continuously in daylight, and will run 500 hours in darkness without recharging. The unit has a miniature storage battery contained in a transparent case, along with four transistors, seven solar cells, and other components. Programs are heard by using a miniature earplug. Solar batteries are too expensive to justify manufacture of the radios at present, so the company has no production plans.

Color TV Outlook

General Electric, generally conservative on color TV, is now predicting that the industry will be selling five million color sets annually by 1960.

Dr. W. R. G. Baker, general manager of G-E's electronics division, still thinks 1956 sales will be "something like 150,000 sets," however. He said the \$500 price may be reached next year. But he will be "happily surprised" if industry sales top 850,000 for 1957.

He said the million mark will be reached in 1958 and it may be 1959 or 1960 before color outproduces black and white. By 1964, however, the industry will be selling seven million color sets alone, he estimated.

Westinghouse, meanwhile, announced it will begin producing color sets sometime in mid-year. E. J. Kelly, general manager of the television-radio division, said, "We have designed a small compact receiver with large screen, employing a 22-inch rectangular all-glass color tube."

Growth In Centrals

Residential central air conditioning expanded 68.5 percent last year, according to the Air-Conditioning and Refrigeration Institute.

The group announced recently that at least 130,000 homes were completely air conditioned with central systems during 1955, as compared with 77,150 residences in 1954. George S. Jones, managing director of the Institute, said the central air conditioners were in addition to the 1,300,000 room air conditioner units sold last year.

Jones predicted that central air conditioner sales in 1956 will break all records. "The mass production of the central units has brought about a reduction in the cost of home cooling," he said. "This may mean that air conditioning will become standard throughout the country for new dwellings."

Outlook for A.C.'s

The room air conditioner section of ARI recently reported that inventories are down from last year and sales are up.

At a New Orleans meeting, the section noted that over 1,300,000 air conditioners were sold last year—a 30 percent increase over the previous year. Inventories in the hands of manufacturers and distributors on December 31, 1955, was 49 percent less than a year previous.

In January, shipments were up 38 percent by manufacturers and 23 percent by distributors while the inventory level at the beginning of February was still below the February level of 1955. The group said that scattered reports about 1956 indicate that "retail sales were much higher than in previous years for the period."

Stuart F. Louchheim Company, Philadelphia wholesale distributor, reports:

"Sales up almost 300% over any previous January thanks to York!"

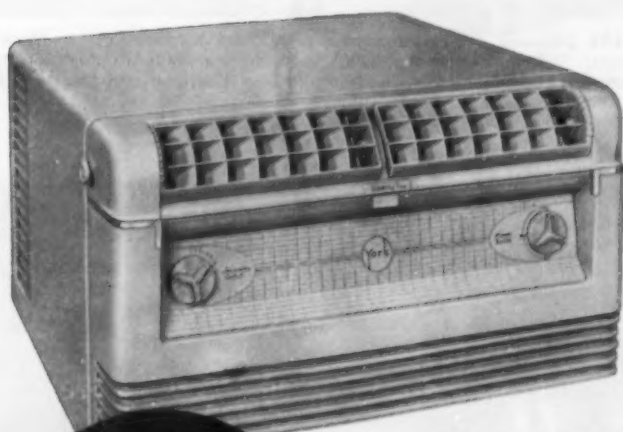
"We sold more York Hi-Ef Air Conditioners in January and February alone than in the first six months of 1955. York has rocked the market!

"We've always done a big room air conditioner volume, but this year sales are hitting an all-time high!

"The York name carries a lot of prestige with consumers and dealers alike. We find it's a very easy name to sell!"

STUART F. LOUCHHEIM COMPANY
1229 N. Broad Street
Philadelphia 22, Pa.

York—the quality name in air conditioning—means prestige and profit for you!



Here are the facts: Deliveries of York Room Air Conditioners to dealers from Oct. 1, 1955 to Jan. 25, 1956 are more than 3 times the figure for the same period last year!

York—and York alone!—brings you true Hi-Ef Air Conditioning (*more cooling with less current*) and the revolutionary new Snorkel Air Conditioner!

York has the products, the promotions, and the Grand Slam Profits Plan. Wire or mail coupon today for details. York Corporation.



THERE ARE MORE YORK-BUILT
ROOM AIR CONDITIONERS IN USE TODAY
THAN ANY OTHER MAKE!

*the quality name
in air conditioning*

R. E. Cassatt, Manager of Sales
York Corporation, Commercial Division
York, Pa.

I'm interested! Rush me the facts on York's Grand Slam Profits Plan.

Name

Company

Address

City Zone State

EMM

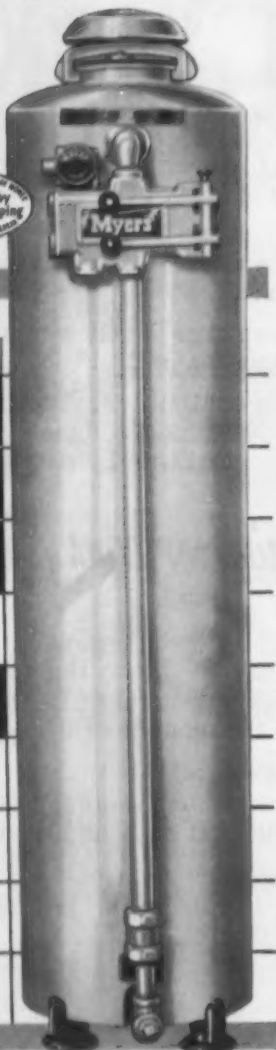


...with the
profit-making
features

Here's how the exclusive new Good Housekeeping-guaranteed semi-automatic valve on the new Myers Softener stacks up with five competing semi-automatic valves!



Semi-automatic valves of five well-known competitors	MYERS	A	B	C	D	E
Bypass during regeneration						
Automatic rinse						
Protected against salt entering service lines						
All brass construction						
Hermetically sealed control-device clock						
Rinse-flow control						
Backwash-flow control						
Automatic backwash						
Automatic bypass						



Find out today about this great new Myers Softener and the brand-new promotion that goes with it!

Myers
WATER SOFTENERS

THE F. E. MYERS & BRO. CO. • 4604 ORANGE ST., ASHLAND, OHIO

Steel Kitchen Men Map . . .



STEEL KITCHEN cabinet manufacturers chat during the recent quarterly meeting of SKCMA in New York. From left to right are F. E. O'Connor, Geneva Steel Kitchens; H. S. Lawrence, Capitol Kitchens, president of SKCMA; George Shenk, U. S. Steel Corp.; and M. L. Ondo, Youngstown Kitchens.

. . . Plans for September



MEMBERS discussed and approved plans for Steel Kitchen Cabinet Month in September. Talking about the plans at lunch are Harvey G. Knuth, Lyon Metal Products, Inc.; C. K. Reynolds, Jr., Republic Steel Kitchens; and Marvin J. Berz, Marvel Metal Products Co.



LUNCHEON SPEAKER Laurence Wray, editor of ELECTRICAL MERCHANDISING, is seated between R. A. MacNeille, left, president of St. Charles Mfg. Co. and H. S. Lawrence sales manager of Capitol Kitchens. Wray spoke on "The Dealer in the Kitchen Business."

NO OTHER FAN LIKE THIS!



PRE-SEASON SALES UP 300%...HERE'S WHY—

* Signal's exclusive Free-Flow Grille design with the famous "Stout-Heart" electrically-reversible motor made this fan the sellout success of 1955. This kind of success is destined to be copied!

* Again Signal gives you more! More CFM, more versatile cooling with both diffused and direct air-flow from the same powerful, yet whisper-quiet unit.

* Signal fans are automatic with thermostatic control. They're the versatile fans that can be adapted three ways with Signal Accessories.

* No other fan line moved so fast. Over 250,000 delighted users Signal-cooled across the nation. It's the fan line they called for by name.

* No other fan can carry Signal's famous sales-building 3-Year Guarantee because no other fan has the Signal-built "Stout-Heart" motor . . . internationally respected for 65 years.

* Nationally advertised in LIFE and POST. A sellout success in '55 and sales already up 300% for '56. Get the Signal!



**WORLD'S PIONEER MANUFACTURER OF
ELECTRICALLY-REVERSIBLE WINDOW FANS**

SIGNAL ELECTRIC DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan

Cash in on these ELECTRIC TEA KETTLE sales features!

- **SPEED** — 2 PINTS OF BOILING WATER IN LESS THAN 6 MINUTES
- **CONVENIENCE** — USE IT ANYWHERE — FREES 1 RANGE UNIT
- **NEW STYLING** — STAINLESS STEEL WITH SOLID COPPER BOTTOM



HEATS 2 WAYS

- As an electric appliance
- On surface unit of range (without plug-in)



FOR MAKING INSTANT
OR DRIP COFFEE, TEA, COCOA



HOT WATER FOR
EVERY KITCHEN NEED

WEST BEND

Speedmaster® ELECTRIC TEA KETTLE

Popularity growing by leaps and bounds! West Bend's Speedmaster is proving to homemakers all the convenience an electric tea kettle can give. One utility moved 1,000 Speedmasters in one week. Adds new sales spark to your assortment of premiums designed for electric power load building. Frees one range unit for extra cooking utensil and has additional uses as steamer or vaporizer. Stainless steel with solid copper bottom. Order now for immediate delivery.

WEST BEND ALUMINUM CO.
DEPT. 184 WEST BEND, WISCONSIN



FRYER-ROASTER-SERVER
9-in-1 appliance



FLAVO-MATIC
automatic
coffee makers



MIXING BOWLS
in
stainless
steel



PORTABLE MIXER
in color

They're In The Clouds



MOTOROLA'S sales manager J. B. "Kip" Anger shows the company's new line of transistor portable radios to some 50 Southern California appliance dealers high above Los Angeles. The dealers attended the two-hour, 12,000-foot-high presentation after receiving a Motorola telegram which said, "We're up in the clouds and we're asking you to join us."

Promotion Briefs

• **Admiral Corp.** is offering dealers a special spring phonograph promotion package to attract consumers to a \$20.20 saving. Valued at \$100.15 and consisting of a 4-speed table radio-phonograph, a 45 rpm spindle and a matching record storage table, the package will be offered for \$79.95, according to Edmond I. Eger, vice president-advertising. The firm also has in the works an extensive spring ad program on radios, built around its new 3-way portable with "Rotoscope" antenna.

• **G-E's** housewares and radio receiver division is making available to distributors and dealers a full-color fishing film, titled "Fishing Season" and featuring Ted Williams. The film is an institutional promotion designed to emphasize the male influence in the purchasing of housewares and radios.

• **Amana Refrigeration's** new 76-page cook book, "Meal Magic," is being offered free in the firm's TV and magazine advertising. The gift offer is designed to build traffic for dealers. Tie-in promotion materials are also available to dealers.

• **John Oster Mfg. Co.'s** extensive advertising campaign on its new electric meat grinder, scheduled through the first half of 1956, includes copy in 13 consumer and eight trade magazines, radio commercials, TV jingles and film strips, and metropolitan and local newspaper coverage.

• **Easy Washing Machine Division** is launched on an advertising program in some 400 newspapers in 300 markets to introduce its new washer-dryer. The budget for the program in the next

six months is reported double any previous record investment.

• **Manitowoc** is forwarding all of its distributors a miniature Cadillac as part of its promotion of the sales contest now in progress. In commenting on the progress of the push on the "2-Zone" and uprights, Tom Hannon, general sales manager, said he expected every Manitowoc distributor to own a Cadillac, "for a job well done."

• **Eureka** has hiked its national advertising appropriation by 13 percent this year to support the inaugural campaign on its "910" canister vacuum cleaner. A year-round campaign is scheduled in consumer and trade magazines, and newspapers in all major markets will be used on a co-op basis.

• **Roto-Broil Corp.** of America has inaugurated a promotion campaign built around a package consisting of a "Fiesta" unit, a mobile table and a 32-piece set of silverware, all priced at \$59.95. The program is costing \$10,000 a day and the 60-day run winds up on Mother's Day.

• **U.S. Steel Homes, Inc.**, subsidiary of U.S. Steel Corp., has allocated \$300,000 for its ad campaign promoting the Bride's House of 1956. Dealers of the firm are duplicating the house and furnishings and the public's exposure throughout the country will give wide prominence to the Tappan built-in oven, Youngstown-Tappan range, and Youngstown dishwasher and cabinets.

• **Schick Inc.'s** current merchandising campaign which pushes the theme "Wanted, 1,000,000 Old Blade Razors," authorizes dealers to allow \$7.50 for "anything that shaves or was ever meant to shave" towards the purchase of a new Schick "25."

There's more in a

MONITOR sale!

NEW!
FULLY AUTOMATIC
MONITOR
"Jet 99"
DRYER

only
\$9995

the only 110V dryer
 with high speed
 evaporation
 action

* PRICE SLIGHTLY HIGHER
 IN SOME AREAS.

**NATIONALLY
 PROMOTED!**

Dynamic Advertising, Solid Merchandising,
 Complete Dealer Helps: mats, literature,
 window streamers, etc.

Parents'

Good Housekeeping

JOURNAL

TRAILER TOPICS

**Handsome
 Twin Units Too!**

Full line of specialty
 family size washers, from **\$5995**

Monitor Jet 99 Dryer,
 Retail only **\$9995**

Here are the sales-sizzling features:

- DRYING ACTION—exclusive patented Volume-Air jet "floating" action, doesn't tumble or wear clothes, NO LINT TRAP.
- AUTOMATIC—thermostatic control.
- NO INSTALLATION—just plug in. No venting!
- PORTABLE—fits anywhere, 16" x 16" x 32", rolls on wheels.
- EASY LOADING—through top, no bending.
- STREAMLINED—gleaming white cabinet, utility top.
- DRIES—6 to 8 lbs. of clothes.
- SIMPLE CONSTRUCTION—no service problems.

MONITOR EQUIPMENT CORP. *World's Largest Manufacturers of Portable Washers and Dryers*

ELECTRICAL MERCHANDISING—APRIL, 1956

A few valuable Monitor exclusive
 distributorships available.

MONITOR EQUIPMENT CORP.
 Riverdale-on-Hudson, New York 71, N. Y.
 Telephone: Kingsbridge 3-5400

- ☐ Please send me full information on new MONITOR Jet 99 Dryer.
☐ I now sell MONITOR Aerator Washers.

Name _____

Address _____

City _____

State _____



air conditioning
or refrigeration sales
in the balance?

Model P91, 1/2 H.P.
Single Cylinder
Compressor



sell the many advantages
of
Tecumseh
WELDED
HERMETICS

* World's leader in com-
pressors for the original
equipment field

When your sale appears to hang in a balance and the customer needs further convincing, satisfy this desire for the best by selling the features that have made Tecumseh Welded Hermetics the most widely accepted compressor in the air conditioning and refrigeration field.

Here are some facts about Tecumseh that you can use as sales tools:

LOW INITIAL COST—Large production, based on constant demand, keeps cost low, and the savings are passed on in original equipment, or more "extras" at the same price.

SMOOTHER QUIETER OPERATION—Compressor is hermetically sealed in oil to give longer trouble-free performance . . . internal spring mounting, available only in true hermetic compressors, eliminates vibration and assures quieter operation.

COMPACT DESIGN—Resulting from public demand for increased food storage space without increasing the size of the refrigerator and smaller overall dimensions for room conditioners.

FREEDOM FROM SERVICE—Designed specifically for a particular application, efficient overall operation has resulted in less than 1% field returns under warranty for complete systems.

Make your selling job easier . . . make sure your air conditioning or refrigeration appliances come equipped with Tecumseh Hermetic Compressors.

21,000,000 TECUMSEH COMPRESSORS IN USE TODAY!



TECUMSEH PRODUCTS
TECUMSEH MICH. *Company*

EXPORT DEPT.:

P. O. Box 2280, 24530 Michigan Ave., W. Dearborn, Mich.

World's Largest
Producer of
Compressors for the
Refrigeration Industry

Contest Briefs

• Frigidaire division's merchandising manager, W. F. Switzer, has announced the winners in the firm's recent \$100,000 "Free-For-All" contest, designed to stimulate interest in kitchen modernization. First prize went to Mrs. George W. Sowell, Philadelphia, Miss. She chose a \$2,000 kitchen-laundry package, and salesman Lamar Oliphant, Oliphant Furniture Co., who furnished Mrs. Sowell her entry blank, received a cash award of \$500. Second prize of a Frigidaire kitchen plus a \$1,500 remodeling allowance went to Mrs. Fred W. Allan, San Francisco, Calif., while a third-prize Chevrolet station wagon was captured by Mrs. Catherine Wright, Clifton Forge, Va. A. H. Dener, Hale's, San Francisco, and F. H. May, Western Auto Associate Store, Clifton Forge, were the Frigidaire salesmen who won \$300 and \$150 respectively for accounting for winners. An additional 150 prizes of Frigidaire's '56 appliances were also awarded to contest winners.

• Silex-Handyhot \$20,000 Sweepstakes winners ran to 707 when the promotion to introduce the firm's pastel-colored Blendette recently concluded. Mrs. Elinore Schleif, Downers Grove, Ill., ran off with first prize, a 1956 Dodge Coronet, while second and third place winners received Admiral 15-inch TV consoles and Sub Zero 22-cubic-foot home freezers, respectively. Silex automatic percolator sets, electric ice cream freezers, portable fan-heaters, electric knife and scissors sharpeners, food choppers, coffee-makers and carafe sets were included in the awards to 700 other winners.

• G-E's automatic fan and blanket department awarded its 1956 Ford Thunderbird grand prize in the recent "six-shot" heating pad sales campaign to Robert J. Runk, of Downey, Calif. Runk is a member of the Gough Industries sales force and a 10-year veteran with the firm. Along with James Gordon, who won a two-week Caribbean cruise during the contest, he made the second Gough employee to hit in the winning column.

• Crosley & Bendix Home Appliances Divisions awarded Mrs. Mary L. Carpenter a \$10,000 check for winning first prize in its national contest to name the washing action of the Bendix Power Surge automatic washer. Washers went to 360 second prize winners in the \$100,000 contest. Mrs. Carpenter's prize-winning name has not been disclosed, but use of the name in forthcoming promotions is planned.

• Lewyt Corp. has launched a spring vacuum cleaner contest for sales managers called "Win Your Weight in Silver," in which individual weight will play an important part. Ending April 20, the contest offers \$5,000 in prizes to winning sales managers. Three groups of sales managers, based on the buying power index,

will compete. Top man of all three will win \$1,000 or more, depending on his weight, while the leading men in the other two groups will win \$800 or more, depending on their weight. Tied in with the promotion is the offering at retail of the model "88" vacuum cleaner and Arden chest for from \$59.95 to \$79.95. Retail value of the combination is set at \$104.90.

• Kansas City Power & Light Co. has won first award in the poster campaign division of the Fourth Annual Local Outdoor Advertising Contest.

• Motorola dealers and dealer salesmen are registering for the retail phase of the firm's "Power Drive" sales offensive in record numbers. Over 10,000 will participate in the contest for \$300,000 worth of merchandise awards. The contest runs through May 30.

• Raytheon's television and radio operations sales contest for wholesale salesmen, "\$10,000 Year End Prize Bonanza," has yielded four first and four second prize winners, plus 65 other salesmen winners in the third and fourth prize categories.

Universal Promotes

What William J. Cashman, advertising director, Landers, Frary & Clark, calls "by far the biggest amounts ever spent in previous years" is being budgeted for the promotion of the new Universal "Coffeematic". Twenty-six consumer magazines will carry a total of 94 ads; newspapers in 35 key cities will run 11 ads; 270 ads will appear in trade magazines and papers, and displays and brochures will be supplied distributors and dealers. Also available to distributors and dealers is an Elmer Wheeler sales training film, "Sizzle Your Way to Sales."

New EM Editor



JOHN A. RICHARDS has joined the staff of ELECTRICAL MERCHANDISING as associate editor working out of the New York office. He has been associated with the TV-appliance industry for the past eight years and was formerly managing editor of another publication in the field.

**This Chico Cooler
isn't heavy...
but the profits are**



The 1956 Chico Coronado is easy to carry, fast to move. High styled, a truly portable evaporative air cooler with oceans of cooling power. Here's summer comfort within the means of everyone . . . a fast seller when hot weather strikes. Summer is coming soon . . . wire today for complete information and the name of your nearest distributor.



CHICO AIR COOLERS

525 Market Street • San Francisco 5, California



Motor Repair Shop Highly Recommends KLIXON Motor Protectors

ROME, N. Y.: Freeman Electrical Motor Corp., has much experience in motor rebuilding, and knows the part that Klixon Protectors play in preventing motor burnouts. Here's what Mr. W. Saladin says about Klixon protection:

"Our motor repair experience has been such that we rarely see a Klixon Protected Motor in for a major repair. With this proof that Klixon Protectors prevent motor burnouts, we highly recommend their use in motors."



KLIXON

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET,
"THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2504 FOREST STREET, ATTLEBORO, MASS.

RADIO-TV

TV: It Sells You

Appliance dealers can expect to see more closed circuit television, more "electronic merchandising," as the business world learns how to use TV

For a decade, appliance dealers have been selling television. Now television is beginning to sell appliance dealers—and retailers and distributors in all business. An era of "electronic merchandising" has dawned.

Many dealers have already been exposed to one type of "electronic merchandising"—the closed circuit telecast. A good example is the *Live Better Electrically* show which was seen recently by several hundred appliance retailers in almost 80 cities across the nation.

Theatre Network Television, the organization that distributed the *Live Better Electrically* show, is just one of the firms that provides closed circuit television for private industry. (TNT also televises the fights, opera, and similar programs to theaters for the paying public.)

A look at TNT's financial books gives a clue to the expanding field of closed circuit TV. Last year, according to TNT executive producer Martin H. Poll, the organization did \$1 million worth of closed circuit TV for private business. (This does not include the fights, etc.) This year, however, TNT already has orders for \$4 million worth of closed circuit business television.

TNT has done several telecasts for appliance firms, including a 32-city hookup last summer for Necchi-Elna. Recently, TNT was used by General Electric for the Sahlhoff announcement that small appliance prices would be cut. In that telecast, 16 cities were linked up. After Sahlhoff's 45-minute speech, distributors in each city were given an opportunity to ask questions of the speaker via a two-way sound connection.

NBC's Contribution. Among the networks, NBC is a leader in "electronic merchandising." While TNT will do closed-circuit telecasts for anyone, NBC offers this service to sponsors. TNT uses rented hotel ballrooms or theatres; NBC uses the facilities of affiliated stations.

The closed circuit telecast is only one prong of the NBC merchandising program, however. Heading up the NBC merchandising department is affable Murray Heilweil, a veteran merchandising expert. Under Heilweil are 12 supervisors who cover the 50 major market areas across the nation.

These supervisors help NBC sponsors merchandise their advertising: they sell the distribution chain on the importance and the effectiveness of the national ad campaign. These supervisors will visit distributors, key retail outlets and department stores and tell the right people how to capitalize on the TV ad efforts of the manufacturer.

Often these NBC representatives carry a portable rear-screen projector. With this electronic tool they can show the retailer or the distributor the actual commercial that will be used, a message from the star who will be promoting the product, or possibly a filmed message from the president of the company.

According to Heilweil, big retailers often have the NBC man give his pitch to floor sales personnel to indoctrinate them about forthcoming campaigns.

The supervisors also coordinated the ad campaign at the local level, with mailings, on-the-air promotions and bulletins from the local affiliate. NBC also sells point-of-purchase displays to the sponsor for use at the local level. (NBC turned out over 10 million pieces of this material last year.) Finally, the supervisors get the word to local distributors and retailers about using local "break-ins" on shows like "today", "HOME" and "tonight" which offer the dealer a chance to tie-up with the nationally advertised products.

The NBC merchandising department is just four years old, but it has been growing steadily. In 1954, the department worked on the problems of 107 sponsors. Last year, the department tackled over 130 sponsor requests for help.

Probably one of the most interesting by-products of NBC's program is of special interest to appliance dealers. Heilweil points out that many of the closed-circuit shows are done in color. He thinks many potential color buyers see their first color TV in a closed-circuit show.

Magnavox Buys Two

Magnavox bought its second company of the year last month with the purchase of Sentinel Radio Corp. of Evanston, Ill. Earlier, Magnavox acquired "certain assets" of Spartan television.

The new move was announced by Magnavox president Frank Freimann and Sentinel executives Milton D. Block and Richard S. Lawton. The proposed sale was submitted to Sentinel stockholders March 26.

Lawton, the present secretary-treasurer, will continue in an executive capacity and the Sentinel operation will be under the direction of Leonard F. Cramer, vice president and general manager of Magnavox. Freimann commented that the purchase "will facilitate the planned long-range expansion program of Magnavox."

Meanwhile, last month Magnavox shipped its first "Spartan" set to former Spartan dealers.

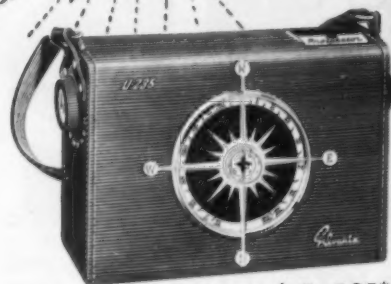
SYLVANIA

Presents
New, Low-cost, 2-Way
Intercom-Radio

AND THESE EXCITING
NEW THREE-WAY

SYLVANIA PORTABLES!

"PROSPECTOR" MODEL 3401
AC-DC BATTERY RADIO WITH
Geiger Counter Sun Dial-Compass



\$64⁹⁵*

Newest idea in portables! A built-in sensitive Geiger Counter to detect radioactivity with both neon indicator and sound. Features accurate Sun Dial and Compass for more fun outdoors! Top-grain genuine cowhide cabinet with carrying strap. AC-DC or Battery operated. Built-in antenna.

"HOLIDAY" PORTABLE MODEL 3302

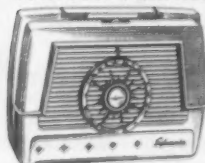


\$39⁹⁵*

Rugged Sylvania Portable with metal case for extra strength. Covered with non-scuff simulated ostrich-skin. AC-DC or Battery. Built-in antenna.

"SPORTSMAN"

LOW-COST PORTABLE MODEL 3201



Priced from
\$29⁹⁵

Sturdy Polystyrene case in choice of colors. Built-in antenna. CD frequencies marked on large tuning dial.

*slightly higher in far West and South



*It's a table radio—
a voice intercom—
a "baby sitter"*

For the first time here is a new approach for you to sell fine table radios. The new Sylvania "Phone-Radio" System consists of a control unit and auxiliary unit, each with matched microphone-speaker. The control unit has AM Radio plus Intercom. The auxiliary unit is a receiver-transmitter for any room of home or office. Ideally priced, your customers will immediately recognize the advantage of such an addition to their home. Call your Sylvania distributor for full information now!

**BACKED BY
BIG LOCAL PROMOTIONS
TO BRING YOU
BUSINESS IN YOUR AREA**

Big ads in local papers and special sections—

"PARADE"—APRIL 8th . . . "THIS WEEK"—APRIL 15th

Plus "BEAT THE CLOCK"—America's Family Fun TV Program

Keep your eye on

Radio & Television Division
Buffalo 7, New York

Prices shown are manufacturers' suggested list prices.

The SYLVANIA
"Phone-Radio"
\$39⁹⁵ suggested list price
complete

Ask your SYLVANIA Distributor
about this Special demonstration display



This handsome display can be used any place in your showroom. Designed to be used as a unit or separated for sound demonstration, its flexibility fits in any counter area.



SYLVANIA®

. . . fastest growing name in sight

ASSOCIATIONS

Make Haste Slowly

Not all gains come from pell-mell activity, keynoters tell West Coast winter confab; roles of appliance production, color TV outlined by spokesmen

Manufacturers must learn to operate with a steadily increasing or level volume rather than with the full output of their production lines, Stanley E. Wolkenheim, director of marketing, A. O. Smith Corp., told nearly 500 members and guests of the Bureau of Home Appliances at San Diego during its recent annual sales conference. Logically, production facilities have been built to handle production for years to come; he said it is only illogical when a manufacturer expects to sell immediately the full production of these long range facilities.

In a long range, steadily increasing appliance business, Mr. Wolkenheim said that two factors must be considered now: (1) Each manufacturer must establish a clear cut policy of distribution—and stick to that policy; (2) The industry must work together to re-establish specialty selling, particularly through upgrading the specialty salesman to a position of equal status with the engineer.

No immediate drop in the prices of color television receivers was seen by RETMA president H. Leslie Hoff-

man, the other featured speaker on the San Diego program. He stated that even at today's prices, manufacturers are losing money on every set and it will be a long time before they make back their investment. His company, Hoffman Electronics Corp., which he said is the second-largest manufacturer of color receivers, is currently losing \$15 a set, but hopes to be able to break even by July, he stated.

The women of the country will be the influencing factor in the home toward rapid acceptance of color television, Hoffman predicted. He said that while children had influenced most original sales of black and white sets, it will be the woman with her much greater appreciation of color that will draw attention toward color TV.

New opportunities for the dealers in the Far West to sell color will come this fall when a 90-minute color kinescope process is ready for use to delay network programs for evening viewing, Hoffman told the group attending the conference.



NO DROP IN COLOR TV PRICES, says RETMA president Les Hoffman, as he speaks to members of San Diego Bureau on program with Stanley E. Wolkenheim, A. O. Smith Corp., center. Right: E. W. Meise, S. D. Gas & Electric Co.

Ooh, Those French

Their appliance business isn't exactly wacky, but it certainly is different; saturation is small, but so is the average pay check

In France, appliance stores are "art menagistes." An American appliance dealer might even feel a little at home in an "art menagiste" surrounded by familiar names like Frigidaire, Westinghouse, Philco, Crosley-Bendix, Admiral, Norge or Kelvinator, to mention a few.

But he probably wouldn't feel much at home doing business in the French market. It's different.

First of all, saturation is low. A few examples: refrigerators, 16 percent; vacuum cleaners, 12 percent; washers, six percent; electric ranges, five percent. In this country, on those same items, saturation is 94.1 percent for refrigerators, 64.3 percent for vacuum cleaners, 84.1 percent for

washers, and 28.2 percent for electric ranges.

Those are among the findings compiled recently by Lucienne M. Piquemal, a research analyst at the U. S. Embassy in Paris.

These figures are beginning to change in France, because of a change in the pattern of spending. Traditionally, the largest share of the French income, particularly in moderate-earning families, has gone for food and clothing. In the United States and Canada, 26 percent of the working family's budget goes for household expenses. In Great Britain, it's 23 percent, and in New Zealand, it's 28 percent. But in France, it's only 10 percent.

This pattern is changing now, partly because it's becoming increasingly difficult to get domestic servants. Also, more women are keeping their job when they marry and they want mechanical assistance in housekeeping.

There are two brakes on the expansion of the appliance market, however. The first is the limited purchasing power of many potential buyers and the second is the shortage of housing.

The government is now spurring new housing construction and it is also encouraging installment buying. These two actions should improve the market.

Cash And Carry. Until recently, very few Frenchmen bought on installment. Even now, this concept is not fully accepted. While buying on credit increased 70 percent between 1953 and 1954, the French are still not putting as much on their collective cuffs as American consumers.

As an example of installment sales,

Association Briefs

• **The Los Angeles Electric League** recently held its 10th annual meeting, at which Ray King, of Ray King's Appliance Center, Van Nuys, Calif., was installed as president. King, a veteran of 25 years in the electrical appliance business, heads an organization now grown to 411 members.

• **The Vacuum Cleaner Manufacturers' Association** has named these men to association committees: Joseph S. Hoover, vice president, The Hoover Co., as chairman of the publicity and advertising committee, and Herbert Wyatt, traffic manager, Landers, Frary & Clark, as chairman of the traffic committee.

• **Nashville Electric Service** in cooperation with the Nashville Electrical Dealers Association is sponsoring the annual electric show, April 16-20. All dealers, distributors and manufacturers of electrical appliances are invited to participate in this "Out of This World" promotion as exhibitors. Grand prizes are one \$1,000 U. S. Savings Bond and one \$500 bond.

• **The Electronic Parts Distributors Show** opens its four-day meeting this year on May 21, and Kenneth C. Prince, show general manager, reports that 800 distributor companies have already registered nearly 3,000 individuals for the event.

• **The 1956 National Farm Electrification Conference**, formerly scheduled for May 1 and 2, at the LaSalle Hotel, Chicago, Ill., has been postponed. No alternate date has been set, but the annual meeting of the NFEC Steering Committee is to be held in Washington, D. C. this fall.

• **Radio & Television Technicians Association** of Genesee County, Michigan, has elected Douglas N. McFadden, owner of TV Lounge, Flint, Mich., as president. Other officers elected include: vice president, Joseph A. Korz, Pierson TV; secretary, William Palmer, Personal TV, and treasurer, Hollis Dexter, Dexter's TV.

• **The National Association of Domestic and Farm Pump Manufacturers** is urging its dealers to make maximum use of promotional material it is making available for the eighth National Water Systems Month in May. Posters, ad kit, and educational booklet, available through distributors, according to John Hosford, executive secretary, will help merchants sell the 250,000 farms lacking running water, the 100,000 non-farm rural homes still without a water system, and the 200,000 new non-farm rural homes expected to be built this year.

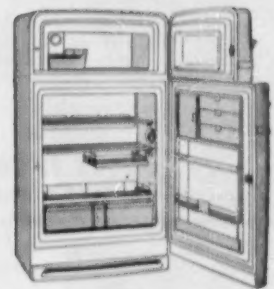
• **The 25th National Housewares Manufacturing Exhibit**, July 9-13 in Atlantic City, will have 575 exhibitors on the three levels of the Atlantic City Auditorium, according to Dolph Zappfel, secretary. An estimated 10,000 buyers are expected to attend.

May Fan Fare

NEMA's electric fan section has come up again with its early season fan selling promotion, using the theme "May Days Are Fan Days!" and using its traditional Electric Fan Window Display Contest as the springboard for urging dealers on to more sales. Forty-four contestants have won \$8,000 in U. S. Savings Bond prizes during the past three years. Another \$3,000 in bonds is offered for 1956.

NEMA's contest runs from May 1 to June 1. Competing dealers are required to use the special promotional streamer and to have fan windows entries into NEMA's electric fan section, 155 East 44th St., N. Y. 17, N. Y. by June 15, 1956. Special promotional material and ideas are available to participating dealers.

\$1,000,000 Send-off For Billion Dollar SERVEL



advanced new 1957 refrigerator that's a year ahead of time!

only Servel makes and serves ice cubes automatically!

**BACKED BY \$1,000,000
ADVERTISING CAMPAIGN**

FREE! If place
Ice-Magic
Service Set

\$39.95

**Only Servel makes
Ice-Cubes so handy**

SAVE \$32.00!
Beautiful Ice-Magic
Service Set

ONLY \$7.95
(1956 Model)

**only Servel
makes and serves
ice cubes -
automatically!**

DEALER INQUIRY

**IT'S ALL
NEW!**

Servel Dealers who've seen the 1957 model hail it as the most advanced refrigerator ever made. They should know — they've sold over a billion dollars worth of Servels!

But, to make sure this is the fastest-moving line in its history, Servel is busting out with a \$1,000,000 advertising program! Full-color full-page magazine ads! 24-sheet outdoor boards across the nation! Big-space newspaper ads! Publicity in magazines, newspapers! Coast-to-coast radio-TV spots!

And, backing it up is *everything* you need! Trade-in specials like the "Free \$39.95 Ice Magic Service Set!" Traffic-building promotions! Shopper-stopper displays! Get in on the big things happening at Servel—call your Distributor now!

Servel

The name to watch for great advances in
REFRIGERATION AND AIR CONDITIONING

Servel Inc., Evansville 20, Ind.
In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ont.



Only TALK-A-PHONE
OFFERS

6 STATION SELECTIVE
Wireless
INTERCOM
Plus Selective
Paging with Reply



NO INSTALLATION
JUST PLUG IN AND TALK

Featuring TALK-A-PHONE'S exclusive "SONIC-GATE" circuit, which effectively suppresses line noises and hum while system is in actual operation, as well as when in Stand-By position.

This new versatile Wireless Intercom System will provide dependable, trouble-free intercommunication for office, factory, institution, home or anywhere. Using six master stations, 3 separate 2-way conversations can be held simultaneously. Any Master Station can page as many as ten wireless staff Stations simultaneously, in addition to all regular intercommunication features.

For assured Customer Satisfaction—Greater Sales and Greater Profits for Jobber and Dealer—it's TALK-A-PHONE, the intercom that has consistently produced a higher dollar volume with the least selling effort.

From 2 to 100 Stations—it's TALK-A-PHONE . . .

For complete literature . . . write to

TALK-A-PHONE CO.

Dept. EM-3 1512 S. Pulaski Road, Chicago 23, Illinois



Only General's Model 750 has all ten features which make it the leader in the field.

1. Compact
2. Stainless Steel Knife
3. Gravity Feed
4. Slice Thickness Indicator
5. Sharpener
6. Tray Space—A Brand New Feature
7. UL Approved
8. Sturdy Construction
9. Safety Features
10. Sanitary Features

of GENERAL SLICERS
from \$12.95 to \$99.50!

Mark up another Sell-Sational FIRST for the General Slicing Machine Company—FIRST IN THE INDUSTRY to present a line of fine slicers to suit every customer's budget and purpose. Efficient, expertly-crafted Genuine General hand-operated slicing machines priced from \$12.95 to \$95.00. AND THE REVOLUTIONARY MODEL 750 ELECTRIC SLICER FOR THE HOME! Only recently introduced, the demand for General's Model 750 proves it a must electrical appliance for the kitchen of today's busy homes, farms, and ranches. This gravity feed slicer is not merely a hand slicer with motor attached, but is engineered and built as an electric slicer. A real wonder at the amazing price of \$99.50! Only General offers a complete line of slicing machines—for every home, every purse!

Write for details — Dept. 581

General

SLICING MACHINE CO., INC.
WALDEN SINCE 1932 NEW YORK

one large department store reports that 55 percent of its washing machines and refrigerators are sold on credit, 36 percent of the electric ranges are on installment, and 18 percent of the vacuum cleaners are sold on time.

This shift in installment buying may mean more appliances for the average Frenchman. Before the war, for instance, refrigerators were considered a luxury item for the wealthy class only. But in 1954, 20 percent of the refrigerators sold went to workers. Government employees purchased 39 percent and businessmen, factory owners and professional men bought 28 percent.

Advertising is an important sales stimulant, but it does not play the same role it does in the United States. The manufacturers spend between two and five percent of their total volume on advertising—rarely as much as eight percent.

Prices Are High. Prices are generally higher than in America, Britain or Germany. Compared on a cubic foot basis, French refrigerators, for instance, are 50 percent higher than U. S. models, 20 percent higher than British units, and 30 percent higher than German products. On other products, the price ranges 100 percent higher than a comparable U. S. item.

Costs have been dropping, however, and refrigerators are now about 18 percent less than in 1953. Prices probably will drop another 10 percent as the larger companies amortize their manufacturing equipment.

The size of the companies is one factor in the high costs. About 42 companies, with about 6,500 employees, turn out the 250,000 refrigerators produced each year. (The American market, 12 times as large, is shared by fewer producers.)

Refrigerators are made by refrigerator companies, full-line firms, metal processors who turn out refrigerators as a side line and electricians who assemble parts under their own trademarks.

Of the 42 firms, six or seven produce about 60 to 70 percent of the total output.

France's appliance production is marketed by several types of outlets. Besides the "arts menagistes" appliance stores, there are exclusive sales agencies of large producers, department stores, electricians and hardware stores.

The large producers have exclusive agencies which may also sell other types of appliances manufactured by other companies.

The "arts menagistes" are modern shops, located generally in the center of large cities. There are probably 10,000 to 12,000 of them.

Electricians will sell water heaters, radiators, and refrigerators—plus any other appliance that might take installation.

Typical Distribution. An example of the distribution system used is this network of one large manufacturer: The company maintains a warehouse in each of about ten main cities. Approximately 40 sales agents regularly visit retailers in their areas. Five inspectors supervise these agents.

There are also 15 home demonstrators who visit potential buyers in their homes and who conduct exhibits in

stores, and at fairs and exhibitions. In addition, the firm operates a mobile unit in rural areas and small towns. This unit is a combination repair and maintenance outfit as well as an advertising exhibition.

This manufacturer, like most others, gives retailers a 30 percent discount.



Amasa B. Windham, 51

Amasa B. Windham, Southern Editor of ELECTRICAL MERCHANDISING, passed away March 7 at his home in Selma, Alabama, of a heart attack.

"Windy," as he was known to his friends, joined ELECTRICAL MERCHANDISING in 1946 and spent the past ten years covering the appliance scene in the Southeastern section of the country.

Born in Gordo, Ala. in 1905, he attended Franklin Academy in Columbus, Miss. and later moved to Birmingham where he went to Phillips High School. In 1928 he began his newspaper career as an artist. Later, on the Birmingham News, he covered all reporting assignments from the police beat to the copy desk. It was here that he wrote the first story ever printed on the famous Scottsboro case.

During his career, he worked for Pictorial Review in New York, the Los Angeles Times, the Atlanta Georgian and the Birmingham Age-Herald. Between times he did freelance writing, radio scripts and cartoons.

Ten days after Japan attacked Pearl Harbor, "Windy" entered the U. S. Navy as a lieutenant (j.g.) serving in the public relations office of the Eighth Naval District, New Orleans, until July, 1944. He went from there into Military Government, serving in the Philippines. He then took part in the invasion of Okinawa. He was military governor of Chatan, Atanniya and Toyama on that island.

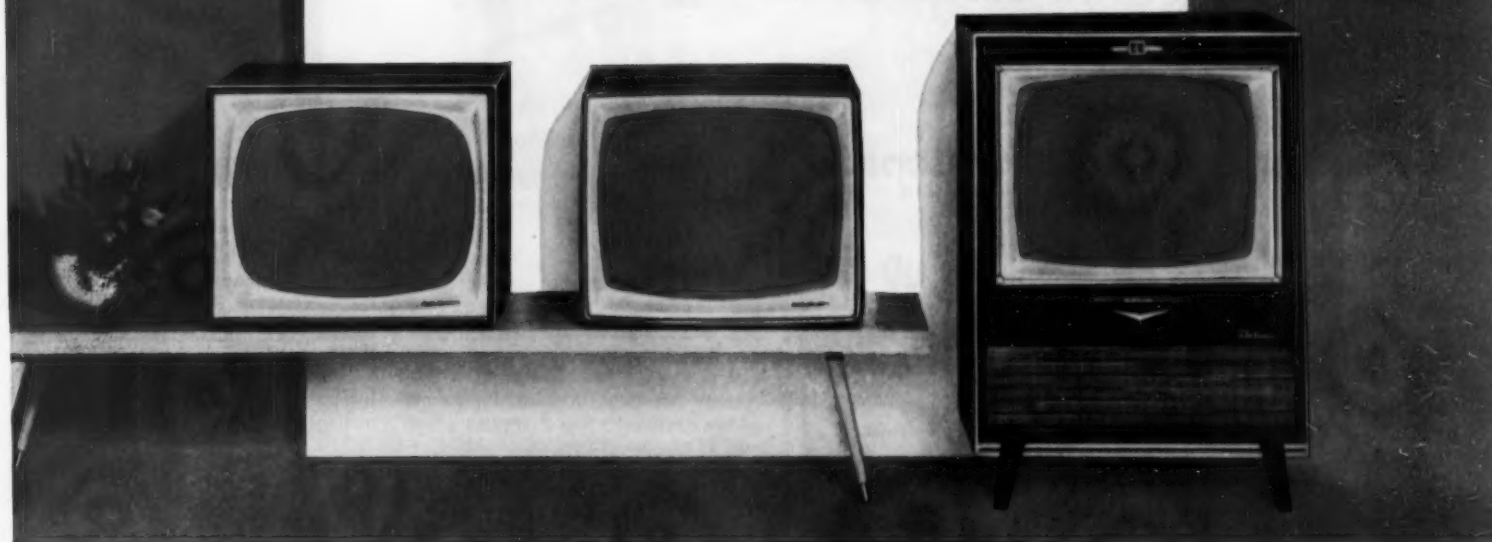
He was discharged from the Navy on Dec. 24, 1945 with letter of commendation, American Theater ribbon, Asiatic-Pacific theater ribbon, Philippine liberation ribbon with two battle stars, and the Victory ribbon. He held the rank of lieutenant commander when discharged.

He is survived by his wife, Katherine, and their children, two girls and a boy.

CALL YOUR RCA VICTOR DISTRIBUTOR NOW!

Still time to cash in on the
most successful TV promotion in history—

RCA VICTOR "SPRING SPECIAL" TRADE-IN DEALS!



All "Spring Special" TV sets have a full 26 1/2 sq. in. of viewable picture!

YOUR "SPRING SPECIAL" #1: Towne Special 21—Ultra-smart table model with new RCA "Silverama" aluminized picture tube. Balanced Fidelity Sound. "Hidden Panel" tuning. Mahogany grained finish (MODEL 21S6055), or limed oak grained finish (MODEL 21S6057). Regularly \$199.95.

YOUR "SPRING SPECIAL" #2: Compton 21—Amazing new "4-Plus" picture quality. Spot-illuminated tuning dial, phono-jack so you can plug in a record player. Mahogany grained finish (MODEL 21T6115). Also in tawny gold finish (MODEL 21T6114) and limed oak grained finish (MODEL 21T6117). Regularly \$229.95.

YOUR "SPRING SPECIAL" #3: Allison 21 Deluxe—Master-piece console with Deluxe chassis. Twin speakers. "Front Window" VHF channel indicator. "3-point Personalized" tone control. "High-Side" tuning. Mahogany grained finish (MODEL 21D645). Regularly \$329.95. Limed oak grained finish, regularly \$339.95.

Now you can give big allowances on 3 great new RCA Victor TV sets

7 weeks of action-packed advertising ahead—to help you sell right down to bare walls!

TIE-IN SALES PROMOTION



Big 24-piece package—ask for details!

THE ADVERTISING SCHEDULE*

Magazine Spreads:

Collier's.....May 25

Magazine Pages:

Life.....April 9
Farm Journal.....April
Progressive Farmer.....April
Extension.....April, May
Sunset.....April
Ebony.....May

PLUS TV:

Milton Berle Show...Apr. 3, May 15
Martha Raye Show.....April 17

PLUS Radios:

Spots on Dragnet, Monitor, Truth
or Consequences, People are
Funny.....Apr., May
*Schedule subject to change.

PLUS:

the added impact of your own tie ins in local
newspapers, radio and TV spots, and sales
promotion in your store!

THE BAND WAGON'S ROLLING—get on now! It's the biggest Spring splash ever: TV—Radio—Magazines—Newspapers. They're all telling your customers the big "Spring Special" news over and over again!

FIND OUT HOW YOU CAN sell America's fastest selling TV even faster—ask your distributor for details. Call—wire—but do it now!

Manufacturer's nationally advertised VHF list prices shown, subject to change. Slightly higher in far West and South. UHF optional, only \$25 extra.

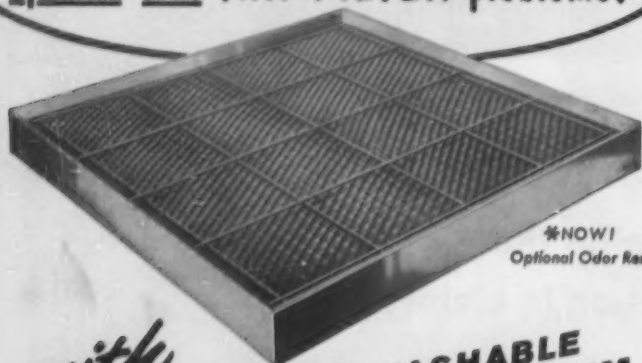


RCA VICTOR

TRADE MARK RADIO CORPORATION OF AMERICA

EVERY YEAR MORE PEOPLE
BUY RCA VICTOR THAN ANY OTHER TELEVISION

Here's how to end
special size AIR FILTER problems!



*NOW!
Optional Odor Removal

with
E Z KLEEN WASHABLE
ALUMINUM
Air Filters

For filter sales or filter service, E Z Kleen aluminum washable air filters for air conditioners fit your profit picture perfectly. They permit a reduced inventory...result in fewer call-backs...require less storage space. With home service by customers, you profit from sale of R P Handi-Koter adhesive or R P Super Handi-Koter, fast-selling, replacement items. Or...you can establish a profitable service business. Whatever your type operation, E Z Kleens are the answer! In 1/4", 1", or 2" thicknesses.

RP... PRODUCTS OF RESEARCH

RESEARCH PRODUCTS CORP.
DEPT. 22, MADISON 10, WISCONSIN

The **PROMOTION**
that **MOVES**
the **GOODS**

MOVED CARLOADS OF
MERCHANDISE FOR

Whirlpool



Want the facts on a fabulous success story? Want to know how DINNERWARE by STETSON is moving "big-ticket" merchandise at the dealer, distributor and manufacturers levels for Whirlpool?

You'll be amazed! And you can put the facts to work for you!

GET THE FACTS TODAY—ABOUT THE MOST SUCCESSFUL TIE-IN PROMOTION EVER USED BY WHIRLPOOL!

WRITE DIRECT TO—George Seibert,
Sales Promotion Manager

Stetson China Co., LINCOLN, NE.
America's largest and most modern dinnerware manufacturer

Saves up to
1/2 hour
moving each appliance



Ideal for moving:

• ranges • refrigerators, etc.

YEATS patented strap ratchet grips appliances vise-tight without marring in 30 seconds or less! This on-in-a-flash loading plus on-a-dime wheel pivoting and light weight, aluminum alloy construction save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself.

YEATS "Everlast" COVERS & PADS



Refrigerator Cover

Range
Cover

Yeats
appliance dolly sales co.
2127 N. 13th St. Milwaukee 8, Wis.

SEND postcard for full information
on our complete line TODAY!

New Positions



CLOUD WAMPLER



WILLIAM BYNUM

Carrier Corp.—Cloud Wampler has been elected chairman of the board of directors and in that capacity will continue as chief executive officer of

the company. William Bynum who has been executive vice president since 1951, was elected president to succeed Wampler.



W. J. DICKINSON



GEORGE T. STEWART

Amana Refrigeration, Inc.—W. J. Dickinson has been named director of the company's newly formed food plan sales department.

Coleman Co., Inc.—J. Robert Montgomery has been appointed manager of the company's San Francisco office.

Sylvania Electric Products, Inc.—George T. Stewart has been named to the newly created post of distribution manager for the radio-TV division. Kenneth W. Connor has been named eastern regional sales manager, and Joseph A. Stockhausen, district sales manager in the Buffalo territory.



FRED W. REXFORD



JOHN L. BRICKER

Globe American Corp.—Fred W. Rexford has been elected vice president in charge of sales. Prior to joining Globe American, Rexford headed the special products division, Tappan Stove Co.

Bell and Howell—John T. Caviezel has been named assistant sales manager for the company's line of high fidelity instruments.

CBS-Columbia—William McCluney has been named regional sales manager in the southwest with offices in Houston, Tex.

Whirlpool-Seeger Corp. — John L. Bricker has been appointed to the new position of director of marketing. Bricker comes to the company from Colgate-Palmolive Co., where he held a similar post and title.

Capehart-Farnsworth—Otto C. Bohlander has been named regional merchandiser in the Boston, Mass., area, and John T. Bluerock to a like position in the Cincinnati-Dayton area.

Ben-Hur Mfg. Co.—V. H. Linneman has been appointed eastern regional sales manager.



CHARLES J. GIBSON, Jr.

Gibson Refrigerator Co.—Charles J. Gibson, Jr., has been elected president and Albert M. Gibson, executive vice president and secretary. The elections followed the retirement of Charles J. Gibson from the organization.



JAMES E. HERBERT

Hoffman Electronics Corp.—James E. Herbert has been appointed vice president in charge of sales. Herbert was formerly general sales manager for Motorola, Inc.



ALLEN LEIGHTON

Peerless Corp.—Allen Leighton has been named vice president in charge of sales.

Magnavox Co.—Sylvan P. Gessaman has been named regional manager in the Columbus, Ohio area, and William D. Wiley to a like position in Washington, D. C.



RUSSELL W. JOHNSON

Westinghouse Electric Corp.—Russell W. Johnson has been appointed advertising and sales promotion manager for the television-radio division.



MILTON NATHANSON

Roto Broil Corp. of America—Milton Nathanson has been appointed vice president in charge of sales.

Admiral Corp.—Raymond H. Zipf has been named regional manager-appliances and will cover distributors in St. Louis and Springfield, Mo.; Kansas City, Wichita and Denver. Ralph M. Lane is the new regional manager-electronics in the area comprising Baltimore, Washington, Norfolk, Richmond and Charlotte.

Perfection Industries—Harold Kiefer has been named western sales representative and Marion Miller, mid-west regional manager.

Viking Air Products—Nathaniel Wattles has been named district sales representative for Viking in the Michigan-Indiana western Ohio territory.



U.S. Patent No. 2,730,943.

Protect your customers from dangerous freeze-ups as well as excess moisture, heat and lint!

Assure yourself of satisfied clothes dryer customers by venting with Dry-R-X as part of every installation. Dry-R-X is the top quality, completely weatherproof system that leads all others in sales. Install with your choice of "Button-Lock" aluminum pipe or inexpensive fireproof flexible tubing. Priced for your best profit.



ASK YOUR CLOTHES DRYER DISTRIBUTOR or write direct specifying make of dryer for information on displays, free literature and price sheets.

DRY-R-X COMPANY

5521 CODE AVENUE • MINNEAPOLIS 10, MINNESOTA



because...

"Spotless dishwashing" appeals to husbands and wives together—and TIME is read by husbands and wives together.

Intelligent men and women like to share their interests—and their TIME. So in the kind of homes you like to sell to, you'll find TIME being read and discussed by husband and wife together. They rely on TIME for news that helps them decide where to travel, what plays to see, what books to read—and what new products to buy for better living.

Major appliance purchases are a husband-and-wife affair and so is TIME.

*SEE PAGES 52, 53

They're in the news...
They're advertised in



**valuable
kitchen
franchise
available**

To kitchen dealers who can qualify... or to established dealers interested in getting into the profitable kitchen business... the valuable Kitchen Maid kitchen franchise is currently available in a few areas.

...with these outstanding advantages!

A high-quality line of wood kitchens in natural wood, several colors or white.

New Shadow-Line styling that's way ahead of the field and that's making many new friends daily.

The best known name in wood kitchens—built and sustained by national magazine advertising and active promotion.

Cabinets to accommodate all popular makes of built-in appliances.

A complete sales and product training program for you and your salesmen.

Promotional help on the local level.

Friendly factory cooperation and merchandising assistance.

Your Territory May Be Open
Write on your letterhead for facts!



KITCHEN MAID
CORPORATION
764 Snowden St.
Andrews, Indiana

NATIONAL "Slice-Crafter"

WORLD'S BEST AND MOST COMPACT LOW-PRICED
ELECTRIC FOOD SLICER FOR HOME, FARM AND COMMERCIAL USE

Heavy Duty Motor — 110V/60C AC-DC

\$75.00

Model No.
950-ST
Deluxe
All
Chrome



with the 6 1/2" stainless steel
specially serrated blade that never
needs sharpening — for lifetime use!

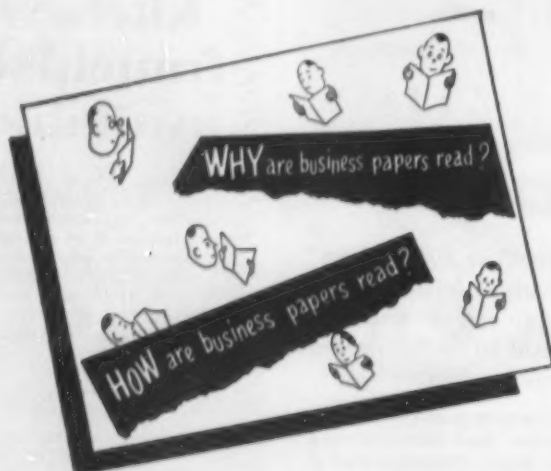
UL
SP
Guaranteed by
Good Housekeeping

For Home, Farm and Commercial Use (Diners, Luncheonettes,
Cafeterias, Schools, Hospitals, Restaurants)

GRAVITY FEED • ROLL-A-WAY DIP

FOR COMPLETE DETAILS, CONTACT YOUR DISTRIBUTOR OR
WRITE DEPT EM-4

NATIONAL FOOD SLICING MACHINE CO., INC.
47 MARTINE AVENUE, WHITE PLAINS, N.Y.



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710, 330 West
42nd St., New York 36, N. Y.

New Positions



JAMES F. SKINNER, Jr.

Philco Corp.—James H. Carmine has announced his retirement and the appointment of James M. Skinner, Jr., as president of the corporation. Skinner had previously served as vice president and general manager of the television division.



A. D. CURRAN

Apex Electrical Mfg. Co.—A. D. Curran has been named national advertising and sales promotion manager for the Apex Home Appliances Division. Curran was most recently Detroit divisional manager for the company.



DONALD E. PARKS

American Kitchens Div., AVCO Mfg. Corp.—Donald E. Parks has been named product manager, in which post he will be in charge of sales of the company's line of ranges, cabinets, disposers and ventilators.

O. A. Sutton Corp.—Emil Rasa has been named district sales manager in the Cleveland area. George Emerson takes over a like post for the states of Georgia, Florida and eastern Tennessee, and George Emerson in the Chicago area.

Hotpoint Co.—W. Sten Peterson has been named manager of market research, and Miss Frances M. Micheal, manager of the Hotpoint Home Economics Institute.

Prescolite Mfg. Corp.—Stan Heywood has been appointed eastern sales manager. Heywood will make his headquarters in the Nesheim, Pa., plant of the firm.

Fogel Resigns

Harry Fogel, vice president of the Jordan Refrigerator Division of U.S. Air Conditioning Co. resigned recently to establish an office in Philadelphia as a manufacturers' representative. With his brother Frank, he founded Jordan 14 years ago. The brothers recently sold their stock outright to U.S. Air Conditioning.

Redden Shifts

Ellis L. Redden, former director of advertising, sales promotion and training for Motorola, recently joined Top Value Enterprises, Inc. as manager of advertising and sales promotion. Before joining the trading stamp company, Redden also worked for Magnavox, Crosley Division of Avco. Corp., Norge and National-U.S. Radiator Corp.

Housewares Spot

Michael M. Masterpool, advertising manager of the portable appliance department of G-E, has been named chairman of the sales promotion committee of the Electric Housewares section of NEMA.



KIMBALL I. JACK has been named vice president in charge of sales, promotion and public information for the Washington Water Power Co. of Spokane, Wash. Jack joined the utility in 1939 after working for the Utah Power and Light Co. Since 1953, he has been manager of general sales, promotion department, of Washington Water Power.

Television City Showing



GROUPED around one of new models during recent CBS-Columbia of Southern California's distributing branch showing in Los Angeles' Television City are (l. to r.) Norman C. Owen, vice-president, sales, CBS-Columbia; Dale Kelly, regional sales manager; CBS Tv star Bob Crosby, and Dave Platt, of F. C. Nash Co.

Distributor News

CBS-COLUMBIA OF SOUTHERN CALIFORNIA

More than 556 registered dealers were included in the total of 1900 persons attending the CBS-Columbia of Southern California branch kickoff held recently. Planning for the event started early in January when initial arrangements were concluded for the use of studio 43 in CBS's Los Angeles "Television City". Use of the huge studio was a necessity for the showing of the new CBS-Columbia radio, television and phonograph line which the company had planned. By mid-February dealers in the area were receiving the first of a series of eight mailings, the first three being teasers, and the balance giving full details of the showing. Following this the company initiated a personal telephone follow-up, aimed at bringing out the greatest number of dealers.

Actual show exhibits were arranged in three sections, the first, a radio and phonograph section; a hall of engineering, and lastly a section devoted to the CBS-Columbia line of television. Personal appearances of Columbia Record personalities, and CBS-Columbia television stars enlivened the showing, which, according to company spokesmen, set a record for attendance on the west coast.

ADLETA CO.

The Adleta Co., of Dallas, Tex., has announced the initiation of a training program on color TV. The course consists of a nine lesson series of correspondence type texts written by RCA engineers, with an "in-person" review period at the end of every three lessons. The latter are held in key

locations in Dallas, Fort Worth, Waco, and Wichita Falls, Tex. A unique feature of the course is the fact that it has been offered to all television servicemen in the area whether affiliated with Adleta or not, the only requisite being a qualifying test. An additional feature of the program was the special purchase plan offered to servicemen whereby they might purchase color sets and test equipment at considerably less than key dealer price, and could finance material over a 24 month period.

COMMERCIAL ELECTRIC CO.

Purchase of new facilities consisting of a 2-story brick and steel frame building containing 77,500 square feet of space has been announced by Toledo, Ohio, distributor, Commercial Electric Co. The firm expects to occupy the new quarters by April 21, the 35th anniversary of the company.

PHILADELPHIA LIGHT SUPPLY CO.

The Philadelphia distributing firm has announced plans for an intensive advertising campaign to promote the Berns line of "Air King" window ventilators. The program, starting in May and continuing through July, will feature billboard displays at more than 60 strategic areas throughout the greater Philadelphia area.

PERSONNEL APPOINTMENTS

Adleta Co., Dallas, Tex., Jim Booth (general sales manager). Du Mont Florida, Inc., Charles H. Coombie, (president).

Sell and Install...

THE ORIGINAL

LAUND-R-VENT

BEST BY TEST

Increase Profits This Simple Way!



You can always sell a LAUND-R-VENT when you sell a dryer because LAUND-R-VENT completes the installation; automatically carries lint and moisture to the outside, helps keep laundry room dry and clean. One minute's sales talk, a handsome extra profit... it's as simple as that!

Complete Kits Ready to Install

The all-aluminum LAUND-R-VENT is weather-proof, rust-proof, freeze-proof. Automatic damper prevents down draft. Individually packed, or complete kits in 3" and 4" diameters which include one LAUND-R-VENT, piping, fittings and installation instructions. Choice of flexible ducting or Snap Lock aluminum pipe and ells.

ASK YOUR JOBBER: Most jobbers carry LAUND-R-VENT kits. If your jobber can't supply you, write giving his name. We'll send you prices and literature at once.

Snap Lock aluminum pipe requires no riveting or clinching. Snap it together, it locks itself and is ready for work.



Attractive, silver finish Fiberglass flexible ducting is fire-proof, vermin-proof, washable, durable. Won't rust or corrode. Bends to 1" radius.

COLE-SEWELL

JOBBERS IN PRINCIPAL CITIES

ENGINEERING CO.

2288 UNIVERSITY AVENUE
ST. PAUL 14, MINNESOTA



NOW! NEW LOW PRICE on FLEXO-SPACE Self-Service Island

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXO-SPACE at a savings of 50% over competitive Islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXO-SPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

M/ls. Write for special extra low prices

ADD SALES CO.

802 York St.

Manitowoc, Wis

1/2 MILLION AIR CONDITIONERS are ready to be **TRADED IN**



The BLUE BOOK OF AIR CONDITIONING gives you information on **TRADE-INS** +

1. It lists all popular makes and models
 2. It gives Trade-In values on used models
 3. What to look for in an Air Conditioner
 4. How to sell Air Conditioners (New & Used)
- You Also Get The Facts On:
Cooling capacity • Filtering
Heating • Installation
• Operation

Reg. Price ~~\$5.00~~
Spec. Introd. Offer **\$3.50** ea.

Make sure each salesman has a BLUE BOOK OF AIR CONDITIONING.

NATIONAL APPLIANCE
Trade-In Guide Company
2130 Fordem Ave
Madison 1, Wis.

INDEX TO ADVERTISERS

APRIL, 1956

Add Sales Co. 225
Advertising Council 196
Airtemp Div., Chrysler Corp. 148, 149
Amana Refrigeration, Inc. 124, 125
American Kitchens Div.,
Avco Mfg. Corp. 111
American Telephone & Telegraph
Co. 174
Apex Electrical Mfg. Co., The
2nd Cover
Arvin Industries, Inc.
Electronics & Appliance Div. 194

Caloric Appliance Corp. 200
Capehart-Farnsworth Co. 54
Cascade, Proctor & Gamble Co. 62
Chevrolet Div., General Motors 41
Chicago Tribune 8, 9
Chico Air Coolers 215
Cola-Sewell Engineering Co. 225
Commercial Credit Corp. 66
Cory Corp. 4
Cribben & Sexton Co. 107
Crosley Div., Avco Mfg. Corp. 183

Dayton Electric Mfg. Co. 138
Diehl Mfg. Co. 63
Dominion Electric Corp. 126
Dormeyer Corp. 56, 57
Dormeyer Corp., Power Tool Div. 55
Driver-Harris Co. 98
Dry-R-X Co. 223
Du Pont de Nemours & Co. (Inc.)
E. I. Finishes Div. 201

Electrical Merchandising 188, 189
Emerson Electric Mfg. Co., The. 90
Emerson Radio & Phonograph
Corp. 198, 199
Eureka Williams Co. Div.
Henney Motors Co., Inc. 136, 137

Fairbanks, Morse & Co., Dealer
Div. 103
Fasco Industries, Inc. 143
Ferro Corp. 152, 153
Frigidaire Div., General Motors
Corp. 205

Gas Appliance Manufacturers
Assoc. Inc. 104, 105
General Electric Co.
Housewares & Radio Receiver
Div. 10
Motors Div. 170
Tube Dept. 139-142
General Slicing Machine Co., Inc. 220
Gibson Refrigerator Co. 96, 97
Good Housekeeping 162, 163
Graybar Electric Co., Inc. 50

Hamilton Beach Co. Div.
Scovill Mfg. Co. 112, 113
Hoover Co., The. 7
Hotpoint Co. 52, 53, 60, 61
99-102, 128, 129, 166, 167
Hyker 227

Kasson Die & Motor Corp. 227
Kelvinator Div.
American Motors Corp. 4th Cover
Kitchen Maid Corp. 223

Ladies Home Journal 179
Landers, Frary & Clark,
Universal Products 32, 33
Lau Blower Co., The. 106
Life 114
Lockley Machine Co.,
Wastemaster Div. 46
Lonergan Mfg. Div.,
McGraw-Electric Co. 130
Lovell Mfg. Co. 3rd Cover

Magnavox Co., The. 165
Maytag Co., The. 202, 203
McCall's 173
Merchandising Supplement 227
Metal Ware Corp., The. 172
Minneapolis-Honeywell
Regulator Co. 110
Monitor Equipment Corp. 213
Myers & Bro. Co., The F. E. 210
Mustee & Sons Inc. E. L. 186

National Appliance Trade-In
Guide Co. 225

National Food Slicing Machine
Co., Inc. 224
National Housewares Mfrs. Assoc. 47
National Presto Industries, Inc. 94
Norge Div., Borg-Warner Corp. 35-40

Oster Mfg. Co., John 51
Outdoor Advertising Inc. 48, 49
Owens Corning Fiberglas Corp. 151

Packard Electric Div.
General Motors Corp. 155
Philco Corp. 44, 45, 108
109, 206, 207
Porter, The, J. E. 195

Radio Corp. of America
R.C.A. Victor Div. 59, 127, 221
Reeves Corp. 123
Research Products Corp. 222
Revco, Inc. 115
Robbins & Myers, Inc. 43
Robertshaw-Fulton Controls Co.,
Robertshaw Thermostat Div. 184, 185

Self-Lifting Piano Truck Co. 227
Serval, Inc. 187, 219
Signal Electric Div.,
King-Seely Corp. 211
Skinner Co., M. B. 42
Smith Corp., A. O. Permuglas Div. 178
Spencer Thermostat Div.
Metals & Controls 6, 216
Standard Sewing Equipment Corp. 208
State Stove & Mfg. Co., Inc. 131
Stetson China Co. 222
Studebaker-Packard Corp.
Studebaker Div. 118
Sunbeam Corp. 177
Sylvania Electric Products Inc.
Radio & Television Div. 217

Talk-A-Phone Co. 220
Tecomseh Products Co. 214
Telechron Timers, Clock & Timer
Dept., General Electric Co. 116, 117

Tide 14, 15
Time 42, 46, 134, 223
Toledo Desk & Fixture Co. 132, 133
Tung-Sol Electric Inc. 169
Tuttle & Kift Inc. 135

Viking Air Conditioning Corp. 134
Voss Washer Co. 46

Waring Products Corp. 147
Webb Manufacturing Co. 42
Webster Chicago Corp. 159, 160
West Bend Aluminum Co. 212
Western Tool & Stamping Co. 180, 181
Westinghouse Electric Corp.
Appliance Div. 2, 3, 119-122
Whirlpool-Seeger Corp. 17-30, 175
White Products Corp. 12
White Sewing Machine Corp. 58
Wilson Refrigeration, Inc. 93
Woman's Friend Washer Div.
Central Rubber & Steel Corp. 144

Yeats Appliance Dolly Sales Co. 222
York Corp., Commercial Div. 209

Zenith Radio Corp. 191-193

CLASSIFIED ADVERTISING
F. J. Eberle, Business Mgr.
EMPLOYMENT OPPORTUNI-
TIES 227
BUSINESS OPPORTUNITIES .. 227
EQUIPMENT
MERCHANDISE
(Used or Surplus New)
For Sale 227
Wanted
Equipment 227

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SUPPLEMENT

Products, Services — For More Sales, For More Profits

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\$23.10 per inch insertion. Contract rate on request. An advertising inch is measured vertically 1/2" on one column. There are 4 columns—48 inches to a page.

HAND TRUCKS

For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio

YOU Can Deliver & Install Air Conditioners Without a Helper!

HYKER WALKS UPSTAIRS—
You Don't Drag It!
1908 W. Lycoming • Phila. 40, Pa.

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Airtemp Div., Chrysler Corp.—Union Hardware & Metal Co., Los Angeles, Cal.; Banks-Miller Supply Co., Huntington, W. Va.

Apex Electrical Mfg. Co.—Orgill Bros. Arkansas Co., Little Rock, Ark.; M. L. Foster Co., Oklahoma City, Okla.

Arvin Industries, Inc.—H. Schultz & Sons, Newark, N. J.; Big Boys Auto Parts Co., Sunbury, Pa.; Cerullo Electric Supply Co., Hazleton, Pa.; Lafayette Electric Co., New York City; Acme Electronics, Brooklyn, N. Y.; Wm. S. Archer Co., Staten Island, N. Y.; Gem Electronics, Hicksville, L. I.; Beam Electronics, Forest Hills, L. I.; Cross Island Electronics, Bellerose, N. Y.; B. Davis Co., Mt. Vernon, N. Y.; Davis Radio Distributing Co., Mt. Vernon, N. Y.

Bell Portable Sewing Machine Corp.—Geo. H. Wahn Co., Boston, Mass.; American Industries, Arlington, Va.

CBS-Columbia—City Electric Co., Syracuse, N. Y.; Inland Empire Wholesalers, Spokane, Wash.; Anderson-Young Co., Lubbock, Tex.

Domestic Sewing Machine Co., Inc.—General Electric Supply Co., New Orleans, La.

Du Mont Labs, Inc., Allen B.—Schueler & Dollar, Ft. Wayne, Ind.; American Motors Sales Corp., Kelvinator Div., Minneapolis, Minn.; Peninsula Distributing, Detroit, Mich.

Gibson Refrigerator Co.—Fred M. Dygert Sales, Grand Rapids, Mich.; National Mill Supply, Inc., Ft. Wayne, Ind.; Modern Distributors, Inc., Chattanooga, Tenn.; United Distributors,

Inc., New Orleans, La.; Air Conditioning Supply Corp., Cleveland, Ohio; Roberts & Knapp, Spokane, Wash.; W. H. Kieffer Co., Inc., Dayton, Ohio; Hart Distributing Co., Louisville, Ky.; Dean Distributing, Inc., Rochester, N. Y.

Granco Products, Inc.—David Kauffmann's Sons, Baltimore, Md.; Standard Radio Supply, Inc., Austin, Tex.; Chauncey's, Inc., Chicago, Ill.

Hamilton Mfg. Co.—Tryman Distributors, Inc., Milwaukee, Wis.

Hoffman Radio Div., Hoffman Electronics Corp.—World Radio & Appliance Co., Toledo, Ohio

Lewyt Corp.—Di Clemente-Voike, Inc., Rochester, N. Y.

Mitchell Mfg. Co.—CBS Columbia, Buffalo, N. Y.

Motorola, Inc.—Rex Distributors, Inc., Savannah, Ga.; Neil Distributors, Inc., Miami, Fla.

Norge Div., Borge-Warner Corp.—Sampson Distributing Co., Inc., Richmond, Va.

Republic Steel Corp.—Central Electric Supply Co., Denver, Colo.; Buffalo Electric Co., Inc., Buffalo, N. Y.

Revco, Inc.—Hollander & Co., St. Louis, Mo.; Joseph B. Smith Co., Toledo, Ohio; General Appliance Corp., Salt Lake City, Utah

RCA-Whirlpool—Morley Bros., Lansing, Mich.

Toastmaster Products Div., McGraw Electric Co.—Edward K. Tryon Co., Philadelphia, Pa.

V-M Corp.—Miller Radio & Supply, Oakland, Cal.; Dunlap Wholesale Radio, Stockton, Cal.; Buffalo Electric Co., Buffalo, N. Y.

SEARCHLIGHT SECTION

(Classified Advertising)

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EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

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\$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.

DISPLAYED INDIVIDUAL SPACE with border rules for prominent display of advertisements. The advertising rate is \$14.55 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis. Contract rates quoted on request. EMPLOYMENT OPPORTUNITIES \$20.75 per inch subject to agency commission. AN ADVERTISING INCH is measured 1/2" vertically on a column—4 columns—48 inches.

WANTED NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market. Basis outright sale or royalty.

BO-3580

ELECTRICAL MERCHANDISING

330 W. 42 St., New York 36, N. Y.

WANTED ASST. SALES AND REGIONAL MGRS.

Men must have proven sales records in the kitchen or appliance fields with contacts at distributor and dealer level.

Both positions offer great opportunities with America's latest growing steel kitchen cabinet manufacturer. Make your letter complete including past experience and earnings. Salaries in keeping with responsibilities.

Replies treated with complete confidence.

Charles Beckwith Gen. Sales Mgr.
Beauty Queen Div.
TOLEDO DESK & FIXTURE CO.
MAUMEE, OHIO

SALES REPRESENTATIVE Looking for Electronic Lines

Radios, T.V., Components, Parts, Test Equipment etc. Strong Contacts with Electronic Parts Distributor. Territory: Eastern U.S. over 10 years experience in this industry.

RA-1024, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (56)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

POSITION WANTED

Executive, early thirties, college trained, available in 30 days. Willing to relocate, travel. Experienced in sales in the United States and Canada. PW-9501, Electrical Merchandising.

144 RAZORS \$400

72 Women "Hairremover" and 72 Men Taylor Made A.C. Dry Electric Razor. Postpaid. "National Directory of 2500 Discount Dealers" 66 pages free with purchase.

MAX SALTZMAN
Dept. EMH 7038 Hinds Ave.
North Hollywood, Calif.

DISTRIBUTORS OF VACUUM CLEANER REPAIR PARTS FOR ALL MAKES

Write for Free Catalogue
Parts - Supplies - Brush Rebuilding - Accessories Rewinding

VIKING SUPPLY COMPANY
70-18 Jamaica Ave., Woodhaven 21, N. Y.

FREEZER SALESMEN WANTED NOW!

SUB-ZERO FREEZER Co., Inc.
Madison Wisconsin

Needs regional salesmen for large productive territories in Mid-West. SALARY PLUS COMMISSION. CAR FURNISHED. ALL EXPENSES PAID. Experience preferred but not necessary. Sub-Zero has shown tremendous growth in the refrigeration industry.

Join now with a Company that has MORE MODELS MORE FEATURES SOUND ORGANIZATION. COMPETITIVE PRICES.

Write L. C. Bakke.

DIME METER BANKS

144 for \$76

Automatically registers day and amount contained. Closes when first dime is inserted. Opens automatically when 35 is registered. Customer puts dimes in meter bank each day to help pay for her appliances. These dimes add up to monthly payment. Dime meter has no effect on operation of appliance, but merely acts as savings device. Helps make selling easier if customer pays for appliance by the day by simply inserting dimes. Meter bank sections on to washers, dryers, TV or refrigerator in one second. Sent postpaid.

A. AXELROD

446 Atlantic Ave. Brooklyn 17, N. Y.

WE BUY LIQUIDATIONS

DISTRESS MERCHANDISE
BANKRUPT STOCKS
COMPLETE INVENTORIES

Inquiries from Representatives Invited

LONGACRE INDUSTRIES, INC.
Longacre Building Phone—CH 4-6548
147 W. 42nd Street, N. Y. C.

BUSINESS PERSONNEL SELLING
EQUIPMENT FINANCIAL

OPPORTUNITIES

May Be Sought From, or Offered To, the Readers of This Publication Through Its Classified Section The Searchlight Section

Mushrooming Market



LAURENCE WRAY
Editor

As an industry, we take pardonable pride in the fact that we sold more appliance-radio-Tv products last year than ever before in our history. In fact, most of the post-war years have seen new sales records set. Yet, surprisingly, the market for our goods is expanding faster than our ability to sell it.

Perhaps this was an observation that should have been self-evident from a cursory glance at the figures for sales, saturation and wired homes. But, sometimes, some of the simplest conclusions elude us. In the present instance, I am indebted to Charles A. Williams, vice-president of the United Illuminating Co. of New Haven, Conn., who made a talk recently on the occasion of a "Live Better Electrically" program. Mr. Williams confined his observations to the Connecticut market, but his conclusions apply on a national scale. Briefly, Mr. Williams took the saturation statistics for Connecticut, as published in *ELECTRICAL MERCHANDISING*, and showed that on a number of major appliances four years of sales in the area had not been sufficient to keep up with the growth in new customers added to the lines.

We are not just standing still, Mr. Williams said, we are not even holding our own.

WELL, all we need is a gentle nudge so we looked up the figures for the ten-year post-war period from January 1, 1946 through January 1, 1956. As of 1946, there were roughly 29,350,000 wired homes in the country; as of 1956, there were 46,000,000 wired homes. Those figures represent the basic market. All that remained to be seen was the ownership of a given device as of 1946, the rate of sale in the intervening ten years, the ownership, or saturation, of the device and the size of the market remaining. Here's what the figures revealed on a number of the major appliances:

Room Air Conditioners. As of 1946, none in use and 29,350,000 wired homes or prospects. Ten year sales of 4,620,000 units; 2,585,000 in use as of 1956, or a market of 43,415,000 wired homes. Note that: a gain of over 14,000,000 prospects since 1946.

Dishwashers. As of 1946, none in use to speak of and 29,350,000 wired homes. Ten year sales of 1,860,000 units; 1,838,000 in use as of 1956, or a market of 44,160,000 prospects—a gain of nearly 15,000,000 prospects in the ten year period.

Dryers (gas and electric). As of 1946 none in use and 29,350,000 wired homes. Ten year sales of 4,829,000 units; 4,213,000 in use as of 1956, or a market of 41,787,000 prospects—a gain of over 12,000,000.

Freezers. As of 1946, practically none in use and 29,350,000 wired homes. Ten year sales of a little over 8,250,000 units; 7,715,000 in use as of 1956, or a market

of 38,285,000 prospects—a gain of nearly 9,000,000 prospects.

Electric Ranges. As of 1946, 3,540,000 in use, or 25,810,000 prospects. Ten year sales of 12,932,000 ranges; 12,965,000 in use as of 1956, or a market remaining of 33,035,000 prospects—a gain of 7,225,000 prospects in the ten-year period.

Vacuum Cleaners. As of 1946, 13,700,000 in use, or a market of 15,650,000 prospects unsold. Ten year sales of 30,206,000 units; 29,586,000 in use as of 1956, or a market of 16,414,000 still unsold—a gain of 762,500 prospects in the ten-year period.

Water Heaters. As of 1946, 1,080,000 in use, or 28,270,000 prospects. Ten year sales of 8,358,000 units; 7,500,000 in use as of 1956, or an unsold market of 38,500,000 homes—a gain of 10,228,000 prospects.

All right, you may say, but what about the big three—washers, refrigerators and television? Well, it's obvious that they don't follow the same pattern; they have exhausted most of their original market and are selling primarily in a replacement market. Here's the record:

Washers. As of 1946, there were 17,217,000 in use, leaving a market of 12,135,000 prospects as yet unsold. In ten years 35,479,000 units were sold and there were 38,700,000 in use as of 1956, or an unsold market of 7,300,000 prospects—a loss in this case of 4,835,000 prospects in the ten year period.

Refrigerators. As of 1946, there were 19,720,000 in use and a total of 10,081,000 prospects to sell. In the ten-year period, 39,836,000 refrigerators were sold. And as of 1956, 43,300,000 were in use, leaving an unsold market of only 2,700,000 prospects—a loss of 7,382,000 prospects.

Television. As of 1946 there were no TV sets in use and there were 29,350,000 prospects. In the ensuing ten years, 45,572,000 sets were sold and as of 1956, 35,000,000 were in use, leaving a basic market of about 11,000,000 wired homes. In other words, television lost 18,351,000 prospects in the ten year period.

BUT, did washers and refrigerators and television lose all those prospects they sold in the past ten years? Obviously not, or they would not be selling in the millions annually. "Saturation" is merely a term used as an index of present ownership of a given device. It is a yardstick of public acceptance and, as such, has its uses. Obsolescence, breakdowns, multiple ownership, all have a definite bearing on the rate of sale annually, just as they do in the automotive business.

However, it is interesting to note that, in many devices, the rate of sale is not even keeping up with the constant expansion of the market.

We are not just standing still; we are not even holding our own. . .

Today's LOVELL wringers give housewives

SAFETY WITHOUT STOPPING TO THINK

**—make your wringer washer
sales easier and faster**

NATURE blessed us with natural responses to danger. Put your hand on a hot stove, and you pull your hand away . . . INSTINCTIVELY. Without stopping to think.

LOVELL INSTINCTIVE wringers have built-in safety features which protect users by taking advantage of their own instinctive reactions to danger. An instinctive tug on the clothes stops the rolls on model "77", releases roll pressure on model "62". And this biggest safety advance ever in wringer washers helps keep wringer washers selling, fast.

Demonstrate the Lovell INSTINCTIVE "77" simply and dramatically by running a towel or blanket through and stopping the rolls by pulling back. Then show how a feather touch on the release bar releases roll pressure. On the Lovell "62"—show your prospect how roll pressure releases instantly when you give the clothes a tug.

And while you're demonstrating, move even closer to a sale by talking about the superior cleansing power of a Lovell wringer. Women who have hard-to-clean clothes really perk up when you show them how Lovell's balanced pressure and thorough cleansing action squeeze out the dirt normally remaining.

Another feature you can demonstrate is the Automatic Indexing. When the rolls are not operating, the wringer is free to be moved to any desired operating position without fumbling for a release lock. When you again start the rolls, your wringer is automatically locked in position. Give a Lovell wringer a push to demonstrate how it automatically swings.

And while you're taking the order, remind your customer that she can get her laundry done quickest with a wringer washer and an automatic dryer. She'll be amazed at how little the combination costs.



LOVELL '62'

pull and the roll pressure releases. Makes automatic safety available on more wringer washer models. Make your wringer washer sales easier and faster by learning the features of both the Lovell "77" INSTINCTIVE and the "62" INSTINCTIVE wringers.



LOVELL '77'—pull and the rolls stop. This exclusive Lovell Safety Wringer is found on top models of America's leading wringer washers. It's safety without stopping to think!



PRESSURE CLEANSING WRINGERS

LOVELL MANUFACTURING CO. • ERIE, PA.
Also makers of gas and electric Drying Units



Dealer after dealer reports—
"HOTTEST PROMOTION EVER HELD IN OUR STORE"!

KELVINATOR-LAND

**SPECIAL
NEW
MODELS!**

**SPECIAL
LOW PRICES!**

**TODAY'S
MOST
EXCITING
COLORS!**

**SPECIAL
JUMBO
VALUES!**

**SPECIAL
STORE TRIM
AND POINT
OF SALE
MATERIALS!**

**SPECIAL
NEW
FEATURES!**

**GROSS UP! NET UP! Dealers Report Record Breaking Volume on
 NEW 1956 SPECIAL PROMOTIONAL MODELS**

SPECIAL VALUE!



**12½ cu. ft. Automatic Defrosting Kelvinator
 at a price that will make history**

Here is a big-family size Kelvinator that gives the customer more for her money than she has seen in years, and it's priced way down for big volume and fast turn-over.

SPECIAL VALUE!



**Kelvinator Automatic Electric Range
 at an unheard-of low price!**

A terrific buy for your customers—a tremendous drawing card for your store. A deluxe Kelvinator with exclusive disposable oven linings at a price that just can't be beaten.

SPECIAL VALUE!



**Kelvinator matching Automatic Washer
 and Dryer priced under competition**

Here's the pair that really puts you in the driver's seat in the home laundry business. You can offer both of them to your customers at a package price that will ring bells on your cash register.

SPECIAL VALUE!



Kelvinator 18 cu. ft. Upright Freezer

No other freezer gives so much storage space in such compact cabinet space. It's a bargain to begin with—and Kelvinator gives you a terrific competitive advantage in a special Kelvinator-Land buy!

Priced to let you lead the competitive parade!!

**IT'S A PROMOTION THAT PUTS THE FULL
 FORCE OF AMERICA'S GREATEST
 SELLING MEDIUM...**

Disneyland...



© Walt Disney Productions

**RIGHT IN
 YOUR
 STORE**

**IT'S A
 PROMOTION
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 YOU NEED, WITH
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 that means more
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